

Abstract

This thesis focuses on the exploration and interpretation of publishing strategies used by local Czech publishing companies concerning children's literature. This thesis offers techniques and methods used by publishers in order to increase sales. These strategies are particularly applied in a book promotion and their web site's presentation.

A variety of different publishing companies were chosen for the purpose of research and comparison. The publishing company Baobab presents an alternative publisher and is considered an elite due to many book awards it has received. It focuses mainly on the incorporation of literary and visual aspects of the book creating a whole artwork. Publishing company Albatros with a reputation of a first-rate publisher during the pre-revolution era. Its children's production is still high-rated despite its economic transformation in the last twenty years. And finally a purely commercial publishing house Knižní klub which does not specialize in children's literature but tries to offer the widest range of books.

Even though every publisher follows the same aim to distribute a book to a reader, each finds its own way to achieve the goal, which is very much evident in their strategies. The Baobab tries to publish an art book, which enriches young readers contrary to Knižní klub which seeks a profit and treats the titles like any other goods. Between them there is Albatros publishing with its children's literature of high quality which is often appreciated but for which the gain being also important.