

Abstract

This thesis called „*ANO 2011: a business-firm party?*“ deals with the analysis of a Czech political movement ANO 2011 in order to determine whether and/or to what extent political movement ANO 2011 corresponds with business-firm party model, as described by Jonathan Hopkin and Caterina Paolucci in 1999. It is based on the context of a change of party organization and on logic of developmental typology of political parties. The aim is to determine whether the political movement ANO 2011 corresponds to the characteristics of the business-firm party model. The hypothesis here is that in the beginning of the movement it matched the model, while since then there is moving away to the direction of the form of traditional political parties. In another part there is a contribution described to the revision of business-firm party model that offers a modified perspective on the subject. With this perspective the characteristics of the business-firm party model are rather understood as a marketing strategy or a party subtype than as a separate and generally applicable type of political parties.