

Abstract

In this thesis I try to outline running and production of the publishing house Albatros from 2002 on, after 2009 as a part of modern media company Albatros Media a. s. Within the framework of company presentation I also focus on its other member companies. The formation of edition profile is necessary to connect with description of present state of the book market and conditions for book publishing, in this case book publishing for children. Part of my thesis is also a presentation of competitors on the market with literature for children, outline of methods for reading support and consideration about how books published by Albatros after 2002 are successful. The aim of my thesis is primarily the description of the evolution of the publishing house Albatros after 2002 and its present state and also presentation of conditions in which the production is created.