

Abstract

This diploma thesis deals with the development of trade relations within the Central European area, with a particular focus on the Czech-Polish, Czech-Hungarian and Hungarian-Polish business cooperation.

The first part is focused on the analysis of documents of cooperation (with particular emphasis on the Polish newspaper *Gazeta Wyborcza*, *Polityka*, *Rzeczpospolita*, *Wprost*) and will dedicate a historical reflection of demonstrable commercial relations between the countries in the region. Emphasis will be placed into a period of the 20th and 21st centuries, will not remain unnoticed such phenomena, such as the transition from a centrally planned economy to a market economy, and the phenomenon of traditional Polish-Hungarian friendship that significantly, both in the past and currently exhibited not only in business cooperation.

The second part will be focused on the analysis of daily practice, particularly through sociology and economics will focus on the analysis of the specific impact of inflation and taxes, or the issue of unemployment in these countries (CZ, PL, HU). In this section, we will explore the narrow time constraints, particularly the years 2006-2013, a period in which we can observe the effects of the global financial crisis. In this work, we will see how a selected group of printing responded to key moments in the development of the economies of the countries mentioned. Synthesis of components, which leads to a comparison of individual countries based on market indicators, we set the most profitable sector, which is also one of the objectives of this study.