

Diploma thesis „The History and Development of Playboy Enterprises, Inc.“ deals with a rise of Playboy Enterprises, Inc. It considers creation of men’s magazines since 19.century, creation of Playboy magazine and describes a personality of its editor-in-chief Hugh Hefner. Diploma thesis follows development of Playboy magazine every decade since 1950’s and records every important dates and projects of publishing house. It deals also with another business of Playboy Enterprises, Inc., which controls another media – television, movie, internet, radio and mobile network and also produces licence good as textile, jewels or customer’s goods with Playboy logo rabbit. I cannot miss mentioning management of American team, which stand behind magazine and power of the whole company. I mention also rise of Playboy magazine in the world and expansion of Playboy trademark. There was the first Playboy magazine in 1991 in the Czech Republic and prospers up to this date. Therefore I pay to Czech edition a few chapters in the thesis. At the end I summarize current situation of Playboy Enterprises, Inc. and how it deals with the current economic depression.