Abstract

The thesis is dedicated to the changes of the book market between its entities, libraries and final consumer of information (readers, library users) after the arrival of the internet. Development of the internet has brought searching of the new business models and opportunities for cooperation. Electronic publishing that, along with the internet availability, commenced to raise is the starting factor for the development of electronic books. The thesis outlines the roles of individual entities of the book market, i.e. publisher and seller (distributor, book-seller and digital platform) and libraries during the production, sale and accessing books with the focus on electronic books. After description of used terminology, especially different approaches to the definition of "an e-book", the next chapter presents hardware devices and software programs that enable reading e-books. The third chapter introduces the role of a publisher in the process of publishing printed and electronic e-books. The aim of the chapter is to highlight different strategies of processing the printed and electronic text, incl. possibilities of *self-publishing* which gives new possibilities to the author's hands. The fourth chapter describes distribution and sale of printed and mainly electronic books and also defines the new entity of the book market, "digital platform". The fifth chapter introduces the role of libraries with an emphasis on acquisition policy of e-books and preservation of digital culture heritage. The last chapter focuses on the results obtained from the questionnaire that is dedicated to introducing Czech e-books in the libraries in the cooperation with digital platforms. In the chapter, there is a proposal of a new multi-license model and price calculation of one library e-loan.

Keywords

e-book, print book, e-lending, electronic publishing, digital publishing, publisher, book distributor, bookseller, digital platform, library, book market, business model, internet, e-book reader hardware, e-book reader software, e-book formats, self-publishing