

MARKETING IN PUBLISHING BUSINESS

Book publishing marketing is a specific type of ménage, directed, from one side, on organization of publishing activity of enterprise, and, from the other, – on production of book products to the market with the aim of satisfaction needs of consumers [1]. Requirement in a book arises on the different reason, than in common goods. Book is a product of spiritual work, that is created with the aim of intellectual development of person.

The publishing marketing (service marketing) provides the mutual relations between publishing house and author, whose main purpose is the maximal enlisting to services of publishing house with the use of all components of marketing complex.

The book marketing (marketing of book) provides directly the process of commercialization of publishing products, and it's object is satisfaction of intellectual needs of consumers [2].

The main feature of book publishing marketing is it's product – book, which, unfortunately, is not very competitive at the market in our days. Statistics shows, that in Ukraine for the last 20 years the amount of book publishing tumbled almost in 5 times. At the beginning of 90-s the total printing of books printed for a year was 189,5 million copies, and on the habitant of Ukraine was 3,7 books. In 2012 the total annual publishing was 45 million copies and on one person - 0,98 books [3]. This sad tendency is caused first of all by rapid development of such competitive forces as the Internet and television, and mainly – E-books. However, buying one E –book let you download thousands of the text files for free. Because of it, demand on paper editions that cost a lot, falls rapidly. Also, on a book publishing influences negatively socially- cultural factor, namely absence of books popularization among people.

Promotion of book at the market (publicity) is totality of rules and mechanisms of fight for a reader, that regulates strategy of publisher behavior at the market at qualitatively new level.

The most popular methods of publicity are:

- publications of reviews on books;
- edition of book catalogues;
- authorial tours with a book and interview;
- presentations of editions and of literary evenings;
- participating in book fairs.

One of the largest book fairs and literary festivals not only in Ukraine, but also in Europe is considered to be Forum of publishers in Lviv. Within the framework of Forum hundreds of events are conducted, general aim of which – popularization of Ukrainian books and stimulating sales. Now, let's consider the most interesting, from the marketing point of view, events:

1. Poetical train Chernivtsi – Lviv by combined efforts with MERIDIAN CZERNOWITZ – is a part of the Poetical tour, which route passes through such cities as Kyiv – Chernivtzi – Lviv- Berlin –Bremen. Anyone, who takes this train, can pass in the special carriage – salon in the end or at the beginning of train and listen to a poetry and become a part of poetic festival. Famous Ukrainian, Danish, German, Austrian, Israel, Russian, British and Romanian poets read their poetry in poetic train.

2. Night of poetry and music non- stop is the oldest and most popular event of Forum of publishers in Lviv. Poets from different countries gather together, to read their works under accompaniment of modern groups.

3. Forum conducts numerous presentations of books, autograph session, intercommunication with authors, but nobody combines these three events so skillfully as writers brothers Kapranovy, whose participation is already a tradition of Forum. They present their new books on the green “Zaporozhets”, located near the entrance to the yard of Palace of Arts, give autographs, talk with fans and give interview for mass- media.

Thus, as we see, marketing in the field of book publishing – is a specific industry, mainly because of product, that does not refer to the product of daily needs, but satisfies spiritual and intellectual needs. Because of it this industry of marketing needs specific approaches and creative decisions.

References:

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