

PROBLEMS AND PERSPECTIVES OF MODERN SCIENCE AND PRACTICE

Abstracts of I International Scientific and Practical Conference

Graz, Austria

30-31 January 2020

-

UDC 01.1

BBK 91

The 2 th International scientific and practical conference
“PROBLEMS AND PERSPECTIVES OF MODERN SCIENCE
AND PRACTICE” (January 30-31, 2020) SH SCW "NEW ROUTE"
Graz, Austria. 2020. 210 p.
ISBN 978-966-97856-8-8

The recommended citation for this publication is:

Tvoroshenko I. INFORMATION TECHNOLOGIES FOR
DECISION-MAKING ON THE CONDITIONS OF SPATIALLY
DISTRIBUTED OBJECTS //Implementation of modern science into
practice. Abstracts of I International Scientific and Practical
Conference. SH SCW "NEW ROUTE" Graz, Austria. 2020.
Pp. 45-50. URL: <http://isg-konf.com>.

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JOURNALISM

УДК 655.41-057.86

Shpak Viktor Ivanovych, D.Sc., Professor
Borys Grinchenko University of Kyiv**PUBLISHING BUSINESS OF UKRAINE: FORMATION AND
DEVELOPMENT ASPECTS**

The activities of the publishing staff are concentrated in the sphere of intangible production. It has a creative, ideological character, but as a result of this activity, material values, goods – books, magazines, newspapers, etc. are created. The peculiarity of publishing is the close relationship of creative, ideological and economic aspects, which manifests itself in the organization of the production structure and production process, in the nature of the work of editorial and publishing workers, in the relationship of publishing with printing companies, authors, suppliers of materials and bookselling organizations.

The publishing business is gaining popularity with Ukrainian entrepreneurs. In many ways, this is explained by its specificity: sufficient openness, accessibility to the market, a large number of potential consumers, etc. However, it is extremely difficult to keep on it, and it is almost impossible to sell due to lack of assets. In addition, it should be borne in mind that book publishing is a high-risk and unpredictable business. Before starting a publishing project, you need to understand its purpose and possibilities: what books will be published by the publisher, what the target audience of this literature is, how it is planned to bring the product to the consumer and so on. In a simplified form, the publishing business looks like this: searching for authors and buying copyright for their works; creation from a manuscript of a printed publication or other product; realization of the edition (goods).

Despite the relatively small cost of starting a business, the issue of fixed capital remains relevant. Bank lending is unlikely, because of high risks, because the manufactured goods are not highly liquid. Hope for a private investor, as the practice shows, is often possible only if he has a charitable attitude or a desire to improve his social status, and not as a business project. Some started their business by withdrawing from a large publishing house, working with them in a specific segment. Some publishers started their business by withdrawing from a large publishing

house, working with them in a specific segment. Sometimes start-up publishers, having original promising projects, to turn to the "big" ones and offering collaboration with further profit sharing, but these cases are isolated.

Most often, you have to rely on your own resources. But to open a small publishing house with minimal initial capital is quite realistic. Your capital should be sufficient to purchase a computer, printer, scanner, at least one publishing software package for design and layout, telephone, Internet connection, funds for retention of specialists (editor, layout maker and other), payment for printing services and, if necessary, for royalties. It is desirable to have warehouse for products, vehicles and at least a small funds amount of advertising. Own printing facilities and a representative office are questions of the future.

The main person in the publishing house is the editor, he determines which manuscript are taken in processing, directs the work of employees, determines the target audience and sales channels. The organizational structure of publishing companies is branched out, but in order to be an effective publishing company, it is not necessary to have a large staff. There are publishers that have no employees at all. The function of the concept of the book is created by the founders, the rest of the work is performed by contractors.

When starting a business, it is more rational to focus on the direction in which the publisher is more aware, knows the needs and opportunities of future consumers of products. The specialization may be narrow, but it must have a sufficient target audience. The market is always in demand for books on construction, design, landscaping, cooking, floriculture, farm economy, folk treatment, psychology, reference books, dictionaries, horoscopes and more. The promptness will make it possible to compete in the market.

Universal publishing is the privilege of big companies. Finding new authors is one of the most challenging tasks in publishing. There are several ways to solve this problem. The first is to try to negotiate with an already known author. Which is unlikely since it will be difficult for a beginner to offer better conditions than a powerful publishing house. The second is to bid on advertising and try to attract new authors and find your "golden highlight". There are, of course, successful examples of such cooperation, but they are an exception rather than the rule. If you are lucky and discover true talent, it is vital for you to enter into an exclusive contract with him. Being able to work with an author is a great art of publishing. The third is to try to find your

star in highly specialized niches. Finally, you can turn to the classics. Here, at least, you do not have to pay authors fees.

Every publisher should know that making a book is only half the work. Ahead, the main thing is how to sell it. It should be noted that Ukraine's distribution system is currently inefficient. Therefore, large publishers are forced to create their own wholesale and retail distribution networks. Quite often, trade organizations prefer well-known authors or well-known publishing houses.

There are two ways out of this situation. The first is the promotion of the books produced by the publishing house itself, through the establishment of direct contacts with shops, small wholesalers, etc., attracting all possible advertising resources. Success is possible only in the case of systematic work with sellers: from convincing them that your products are urgently needed by the buyer, to controlling the placement of the book in the trading room. The number of partners has to grow all the time. Some publishers believe the retail selling is a dead end. In their view, all distribution efforts should be directed to working with wholesalers. The logic is simple: it is easier to persuade one and fit 500 copies than to bypass a hundred stores and negotiate the sale of 200 books. However, this option also requires careful monitoring of the sales process. According to the author, both approaches should be used, which will significantly reduce the risks and allow to intervene in the situation if necessary.

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