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SPECIFICS OF PUBLISHING BUSINESS AT THE STAGE OF TRANSITION FROM PLANNED TO MARKET ECONOMY

The activities of the publishing house's employees are concentrated in the field of intangible production. It has a creative, culturological and, to some extent, 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, cultural, ideological and economic aspects, which is manifested in the organization of the production structure and production process, the nature of the work of editorial staff, the publishing house's relations with printing companies, authors, suppliers and booksellers.

The publishing business is gaining more and more popularity among Ukrainian entrepreneurs. This is largely due to its specifics: sufficient openness, affordability, a large number of potential consumers and more. However, it is extremely difficult to keep it, and it is almost impossible to sell, primarily due to lack of tangible assets. In addition, it should be borne in mind that book publishing is a high-risk and unpredictable business.

Well-known Ukrainian scientists and publishers of practice joined the analysis of the mechanisms of starting publishing activity, in particular: V. Teremko "Basic principles of publishing business"¹ and "Publishing marketing"², M. Timoshyk "Publishing business. The view of a journalist, publisher, scientist"³, M. Maslovaty "Fundamentals of marketing for the publishing and printing

1 Teremko V. I. (2009). Basic principles of publishing business : textbook. K.: Akademvydav, 136 p.

2 Teremko V. I. (2009). Publishing marketing : textbook. K.: Akademvydav, 272 p.

3 Timoshyk M. (2005). Publishing business : the view of a journalist, publisher, scientist : textbook. K. : Scientific and Publishing Center "Our Culture and Science", 328 p.

complex"⁴, O. Ivashchuk "Book distribution in Ukraine: between the destroyed «yesterday» and the attractive «tomorrow»"⁵ and other.

Before starting a publishing project, it is necessary to understand its purpose and possibilities: what books will be published by the publishing house, what is the target audience of this literature, how it is planned to deliver the product to the consumer, etc. Simplified publishing business has the following form: search for authors and purchase copyright for their works; creation of a printed edition or other product from manuscripts; realization of the edition (goods). A possible option is when the publishing house specializes in searching for novice authors, "promotes" them and then "sells" to large publishers.

Despite the relatively low price of entering the market, the issue of start-up capital is still relevant. Bank lending is unlikely due to high risks, as the manufactured goods are not highly liquid. Reliance on a private investor, as practice shows, is often possible only if he is charitable or willing to improve his social status, and not as a business project. Some started their business by moving away from a large publishing house, working with it in a specific segment. Sometimes novice publishers, having original promising projects, turn to the "big ones" offering cooperation with the further distribution of profits. But these cases are rare. Most often you have to rely on your own resources. However, it will take a lot of work. But to open a small publishing house with a minimum initial capital is quite real. Capital should be enough to purchase a computer, printer, scanner, at least one publishing software package for design and layout, telephone, Internet connection, maintenance of specialists (editor and typesetter), payment for printing services and, if necessary, for royalties. It is desirable to have storage space, vehicles and at least a small amount of money for advertising. Own printing base and representative office is a question of the future.

The main person in the publishing house is the editor, he determines which manuscript should be printed, directs the work of the layout designer or performs this function himself, determines the target audience and sales channels. The organizational structure of publishing companies is diversified. But you don't have to have a large staff to be an effective publisher. There are publishing houses that do not have employees at all. The functions of developing the concept of the book are created by the founders, the rest of the work is performed by contractors. In

4 Maslovaty M. (1996). Fundamentals of marketing for the publishing and printing complex : textbook. Dnepropetrovsk : Phoenix, 64 p.

5 Ivashchuk O. (2002). Book distribution in Ukraine: between the destroyed «yesterday» and the attractive «tomorrow» / Book review. № 12.

particular, this is how the well-known Russian publishing house MIF (Mann, Ivanov and Ferber) started its activity in publishing literature for business⁶.

When starting a business, it is more rational to focus on the area in which the publisher is more aware, knows the needs and opportunities of future consumers. The specialization may be narrow, but it must have a sufficient target audience. There is always a demand on the market for books on construction, design, landscaping, cooking, floriculture, home gardening, folk medicine, psychology, reference books, dictionaries, horoscopes and more. Promptness, ie a fast path from conception to the creation of a material publication, allows you to compete in the market. Universal publishing is a privilege of large companies.

Finding new authors is one of the most difficult tasks in the work of the publishing house. There are several ways to solve this problem. The first is to try to reach an agreement with an already well-known, promoted author. Which is unlikely, because it will be difficult for a beginner to offer better conditions than those offered by powerful publishers. The second – to bet on advertising and try to attract new authors, to carry out selection and find the "golden highlight". Of course, there are successful examples of such cooperation, but they are the exception rather than the rule. If you are lucky and you discover real talent, it is vital for you to sign an exclusive contract with him. The ability to work with the author is a great art of publishing. The third is to try to find your star in specialized niches. Finally, you can turn to the classics. Here, at least, the authors do not have to pay fees.

Every publisher should know that making a book is only half the battle. Ahead is the main thing - how to implement it. It should be noted at once that the distribution system in Ukraine is currently inefficient. Therefore, large publishers are forced to create their own wholesale and retail distribution networks. Trade organizations often prefer well-known authors or well-known book manufacturers. There are two ways out of this situation. The first is to promote the manufactured books yourself, establishing 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 product is absolutely necessary for the buyer, to control the placement of the book in the trading floor.

The number of partners must grow all the time. Some publishers believe that retail is a dead end. According to them, all efforts in the field of distribution should be aimed at working with wholesalers. The logic is simple: it is easier to persuade one wholesaler and sell 500 copies than to go around a hundred stores and agree

6 Shpak V. I. (2002). Development of small business in Ukraine. Kyiv. MAUP. 112 p.

on the sale of 200 books. However, in this case, you need careful control of the sales process. According to the author, both approaches should be used, which will significantly reduce risks and allow, if necessary, to quickly intervene in the implementation process and make the necessary adjustments.

Examining the book publishing industry, experts highlight the French, American and post-Soviet models of its development. Their difference lies in the level and methods of influence on the industry by the state, forms of ownership of publishing houses, as well as the system of distribution of publishing products. Under the post-Soviet model, the main instruments of regulation remain administrative management methods by the relevant state institutions and the state regulatory body remains. The French and American models are dominated by non-governmental institutions and network distribution, which are important features of the active role of society and public associations in the development of this area. Legal and economic management tools prevail. The influence of the state is to create favorable conditions for the development of book publishing, in particular the system of tax measures.

In different countries, state institutions build protectionist policies on national book publishing in different ways, but there are also generalizations. In 1996, the Conference of the Council of Europe "Legislation in the World of Books" was held in Warsaw, which developed a set of recommendations to support national book publishing. They were based on two postulates: the book is first of all an artistic, spiritual work, and only then the subject of sale, a commodity; none of the member states of the Council of Europe can pass laws that would worsen the state of national book publishing .

It should not be forgotten that Ukraine's publishing industry is heavily ideologically and economically influenced by its north-eastern neighbor.

Only thanks to a well-thought-out state policy in the publishing sphere can we cope with the powerful humanitarian expansion from Russia and turn the publishing industry into a leading one in the structure of the economy.

It is in the direction of the perception of the book as an artistic product with a powerful social function, and only then as a subject of sale and earnings, it is necessary to restructure the psychology of people on whom the future of Ukrainian book publishing depends.