Subject matter: Advertising strategies of book publishers: the regional aspect (Germany)

Author: Azizyan Asya

Scientific supervisor: Shulzhenko V. I., Professor of Innovations, Marketing and Advertising Chair.

Relevance of the research topic: the Relevance of the research is determined by the need to analyze and understand the concept of "advertising strategies of book publishers", its content and features, as well as the level of advertising and information support of book publishers in modern world. Advertising is a means of increasing the volume and quality of printed products, as well as information and involvement of the bookselling industry in the sale of products of book publishing. At the present stage, advertising is one of the most effective tools of competition.

Tasks:
1. describe the concept and essence of advertising strategies;
2. determine the specifics of advertising strategies of book publishers;
3. to identify the problems encountered in the advertising strategies in the world;
4. consider the features of domestic advertising of book publishing;
5. to study the foreign experience of advertising activities of book publishing;
6. describe the prospects for the development of advertising activities in the book publishing business;
7. to study the current state of advertising strategies of book publishers in Germany
Theoretical significance of the research: Advertising is considered as an integral part of the book-selling process and as a socio-economic phenomenon.

Theoretical significance of the research: The possibility of using the developed recommendations to improve the advertising activity of MK-Germany and other book publishing enterprises.

Results of the research:
1. Development of advertising strategy is the most important stage advertising campaigns due to the fact that the success of the advertising campaign as a whole depends on the thought-out advertising strategies, as well as creative solutions.
2. Advertising in book publishing houses should be considered as a certain system, which has a structure and a number of its own features

Recommendations: development of an advertising product for the publishing house "MK-Germany" to promote Russian authors ' works to the book markets of Germany