

## Abstract

**mgr Jędrzej Maciejewski**

The research subject is to examine the impact of fixed book prices on selected book markets in Europe: in the countries of the European Union, the European Economic Area and Switzerland.

Fixed book prices apply in most Western European markets, introduced on the basis of statutory provisions at the turn of the 20th and 21st centuries (although in Spain already in 1975, and in France in 1981) - in parallel with the markets where previously agreements between publishers and booksellers were abolished (in Great Britain and Ireland in the mid-1990s, and in Sweden and Finland in the early 1970s) or were not introduced in the process of economic transition (as in the countries of Central and Eastern Europe) and no top-down regulations do not fix book prices in individual sales channels. Uniform book prices provide for the setting of a book price by the publisher or importer for a period of 6 to 24 months, which is then binding on all book sellers.

The doctoral thesis consists of two main parts – theoretical and analytical. The theoretical part presents the specificity of the book market and economic theories relating to books as cultural goods, the book market and fixed book prices, as well as technological changes affecting book markets, and then selected book markets in Europe are analysed and described.

In the research part, two hypotheses are verified:

H1: Fixed prices on national book markets affect the number of brick-and-mortar bookstores, revenues of the publishing market, the level of development of alternative book sales channels and the level of dominance of single intermediaries;

H2: Technological changes do not question the validity of continuing to use fixed prices on book markets, but they additionally justify them as an instrument protecting the diversity of the market and books as a cultural good - both in Europe and in Poland.

The verification of hypothesis H1 is associated with the analysis of the existing reality and is based on a comparison of the number of brick-and-mortar bookstores, published book titles and revenues of the publishing sector, the level of book prices and the development of alternative sales channels in two groups of countries, which consist of countries with fixed book prices and countries where there are no such regulations, by collecting and quantitative analysis of data using statistical methods.

However, due to the ongoing technological changes in the book market, it does not close the research problem, making necessary to verify hypothesis H2, which involves an attempt to anticipate the impact of fixed book prices on national book markets in Europe in the future. It is based on an assessment of the effectiveness of the system of fixed book prices and an assessment of the validity of its further use in Europe, which allows for the presentation of recommendations for its modification. They are accompanied by an assessment of the purposefulness, necessity and proportionality of introducing fixed book prices in Poland.