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Factors of development of book markets in Uzbekistan

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Abstract

Trade in books is the important factor providing high spirituality and culture of the population. As only the knowledge received through the books, is fixed in memory, enterprise activity of the person grows, the contribution to economy will increase and conditions on society development are created. In this article such facts, as presence of historical bases of development of book trade in Uzbekistan, development of book trade along with all goods in our historical cities of the Great Silk Way, the huge contribution of books to spiritual formation and population development are shined. Along with that, in initial years of independence of Uzbekistan, reduction of book publishing house and trade, and gradual development of book trade with further prevention of difficulties of our economy are analyses. Using experience of the developed countries of the world, scientifically practical recommendations about formation of book trade are made and to set a high lath in the given sphere of Uzbekistan.

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Keywords

“The Great Silk Road”, book trade, the book market, electronic commerce, Internet shop, sales promotion, public relations.

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