Characteristics of Book Trade

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Abstract: Raising the morale of young people in our country and a meaningful organization of their leisure time, raising the morale of our youth, organizing systematic work to popularize reading among them, and developing the book trade. To understand the importance of the book trade as an economic system, it is necessary to improve its mechanism for increasing book production.


Today, a set of measures has been developed to develop the system of publishing and distributing book products, to increase and popularize the culture of reading. Particular attention is paid to the popularization of reading, the involvement of children and youth in it, the popularization of reading in public libraries of the republic, the development of the book business and book trade, the improvement of the system of training and retraining of personnel for the industry, monitoring of the reading culture.

One of the five most important initiatives in our country to raise the morale of young people and the meaningful organization of their leisure time is to raise the morale of our youth, among them is the fourth initiative aimed at organizing systematic work on the widespread dissemination of reading, on the basis of which it is of great importance development of the book trade. To understand the importance of the book trade as an economic system, it is necessary to consider its place in the process of increasing book production.

The book trade includes two areas. First, it is a spiritual property. Secondly, the fact that a book came out and turned into a book is a material asset. This is of great importance as a spiritual property compared to its materiality. The page of a book is material, and the words written on it are knowledge. Because of this, the book contains both material and spiritual property.

The sum of domestic booksellers is the book trade, the product - the book - is a cultural object, it is dualistic, the usefulness of the book, as noted above, is not only a material blessing, but also manifests itself as a great spiritual treasure. Because of this, its usefulness can be defined conditionally. You can calculate exactly how many tons of potatoes were grown and how many tons were sold. But a book cannot be measured by physical weight.

The book market is unique and is characterized by consumer characteristics as the “Product” category, its presence on the market is limited to a certain life cycle. But the book is eternal as a cultural heritage of the nation, it is a confirmation of the development of the whole society, many copies have retained their cultural and spiritual value for many years. This is because the uniqueness of the book is that it is spiritual food and intellectual property for everyone who publishes it. The price of this property is not fully reflected in its price.

Moreover, publishing a book is a creative, time-consuming process, and it is often difficult to predict the success of a book. The most important characteristics of the book: high quality information, novelty, completeness and relevance. Consequently, the book performs certain functions: communication, cognition and education. However, in his social movement, book production goes through all phases of the reproduction process: production, distribution, exchange and consumption. Each stage is located opposite each other and performs different functions in the overall reproductive process.

In modern economic literature, the essence of the market is interpreted in different ways. For
example, F. Kotler said that "The market is the sum of existing and potential buyers".1

Professor L. Ya. Evenko defines the textbook "Fundamentals of Management" as one of the tools of market management, that is, its impact on people. According to Evenko, the market is "a network of equal horizontal relations based on the sale and purchase of goods and services, property relations, a balance of interests of the seller and the buyer".2

Publishers produce book products and consumers benefit from publishers' work. Selling books is the production of a book and its delivery to the consumer through the buyer, separated by space and time. The most active participants in the national book market are G. Gulyam and Cholpon Publishing House, Uzbekistan Publishing House, Uchitel Publishing House, Shark Publishing and Printing House, Spiritual Publishing Printing House and other well-deserved recognition as a manufacturer. In recent years, these publishing houses have successfully represented Uzbekistan at international book fairs. In particular, "Uzbekistan is the only CIS country that has completed the publication of a 12-volume national encyclopedia since independence".3 In connection with the declaration of Tashkent as the center of Islamic culture, books are being published in three languages, especially "A beautiful miniature of Uzbekistan" from visual literature.

Publishing trends reflect the misconception that with the development of information and communication networks, people are losing interest in reading books. Of course, the emergence of new types of modern media has narrowed the field for reading books, but media can also help increase interest in reading books. There are three actors involved in the publication (publication) and delivery of the book to the buyer (Figure 1).

![Figure 1. The stages of the process before the book reaches the reader.](image-url)

The author works hard until the book reaches the reader. The publisher includes in the cost of the book not the work of the author, but the cost of the publisher's labor, paper and other materials spent. Finally, it shows the cost of the book by adding cost and a range of fees and taxes. The work of the author in this assessment is practically nonexistent. In addition, the quality of a book is judged by how it is published. But the importance of scientific ideas was not yet taken into account in it. Because of this, many problems arise with the publication and sale of the book.

According to the international rating company "NOP World", on average every week people around the world spend 16.6 hours watching TV, 8 hours listening to the radio, 8.9 hours on computers and only 6.5 hours reading. In 2016, "hourly volume per week" was among the top ten countries with the best indicators, India - 10.7, Thailand - 9.4, China - 8, Philippines - 7.6, Egypt - 7.5, Czech Republic - 7.4, Russia - 7.1, Sweden - 6.9, France - 6.9 and Hungary - 6.8. (Abdullaev, 2017).

According to a study conducted by several world expert agencies, over the past 30 years, book

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sales in the world have tripled in terms of the number of books produced, and in terms of circulation - four times. Today, around the world, about a million books are published annually. For example, 10 books are published per capita in the United States, 9.5 in Russia, 5 in France, and 3.5 in China. (Abdullaev, 2017).

Currently, the country has formed a modern legal framework for publishing, more than 10 laws and more than 30 by-laws have been adopted to stimulate the development of publishing, printing companies have been provided with a number of important privileges and preferences. There are 1,677 registered printing companies and 118 publishing houses in the country. Information and library services to the population are provided by the National Library of Uzbekistan named after Alisher Navoi, 14 regional information and library centers, information resource centers of about 200 educational institutions. A wide range of books is sold in the complexes "World of Books", "Orientalist" and "State Book Trade of Uzbekistan". (Abdullaev, 2017).

Today in our country it is necessary to preserve the role of the book as an intellectual continuity and restore its former value as a basis for increasing the spirituality of young people, the spiritual experience accumulated by our generations, the formation of a common cultural and linguistic space.

First, it is necessary to increase the intellectual potential of young people, to organize a regular, systematic, thoughtful publication of fiction, educational, popular science, educational and scientific literature in universities.

Secondly, it is necessary to organize the publication of fiction, spiritual, educational literature, aimed at the selection and translation of the best works of Russian and world literature. It is also necessary to increase the interest of the younger generation in reading.

Thirdly, the specificity of the consumer price of a book product determines some important features of the mechanism of trade relations with producers and consumers of book products. In particular, wholesalers and retailers need special sales rules governing the return or exchange of books in stores.

A certain decrease in interest in reading and a decrease in education and literacy of the population is a threat to the sustainable development of society and the state. Therefore, many developed countries are taking active measures against these negative phenomena. Comprehensive national programs are being developed to ensure the adoption of systemic measures and the unification of efforts of government bodies, libraries, educational institutions, the scientific and business community, public institutions and the media.

At the same time, special attention is paid to the book market as a result of the creation of an integral system for the formation in the public consciousness of ideas about the value and importance of reading culture, targeted support and development of a reading culture for various categories of the population, improvement of publishing and other intellectual, spiritual and cultural needs is focused on focusing on formation. World experience shows that the development of such a targeted program and complex systems gives positive results.

References:

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