

ELECTRONIC PUBLISHING EMPLOYED BY ONLINE MARKETING

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Electronic Publishing represents modern forms of announcing, exchanging and presenting information by an electronic media. It was initiated by Project Gutenberg that had a primary goal to encourage and accelerate creation and distribution of electronic books. The project was established by Michael Hart in 1971. Project Gutenberg website contains links through which between hardcopies and digital copies of books have been established. For example, an online version of the book contains a link that takes the user to the requisition form by which a printed copy of the book is ordered, and the address of the web page is printed on the protective cover of the book.

This paper presents the characteristics of online magazines and books as basic forms of electronic publishing. Special attention has been paid to these forms as being instruments of online marketing.

Online magazines maintain their profit from advertisements of the interested companies. It should be pointed out that the effects of advertising in online magazines are precisely measurable unlike those of other media. Advertising in online magazines is a worldwide phenomenon. Unfortunately, in some areas internet technologies are at their very beginning or the network infrastructure and services are not developed enough.

Book publishing in an electronic format (digital format) is one of the revolutionary ideas of modern times, which is slowly beginning seriously to threaten conventional publishing. Although still in the beginning of its development, eBooks, along with software packages, are one of the most sought commodities on the online market.

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