



## THE PECULIARITIES OF BOOK SALES SERVICES AND THE OBJECTIVE NEED TO INCREASE THEIR EFFECTIVENESS

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Article history:	Abstract:
<b>Received:</b> 3 <sup>rd</sup> October 2023	The article explores the specifics of bookselling services and the objective need to improve their effectiveness, and theoretical issues of these. It looked at the subjects involved in the formation of the book trade, economic relations between consumers and publications in the book trade, the peculiarities of the book trade. The study also looked at the structural structure of the subjects of the book market and the economic content of their interdependence.
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### INTRODUCTION

**Relevance of the topic.** One of the five important initiatives to raise youth morale in our country and to organize their free time meaningfully, it is the fourth initiative aimed at organizing systematic work to raise the morale of our youth, to promote reading widely among them, which is mainly important for the development of book sales. Because it is through this book that knowledge, enlightenment reach the population. Speaking about improving the knowledge and skills of teachers and tutors, I think it is necessary to dwell on another issue that is relevant in our society today, in our lecture on September 30, 2020, "teachers and coaches are a great strength, support in the construction of a new Uzbekistan. "Tell me, where does the teacher get additional methodological support so that he can work on himself, improve his knowledge and skills? Of course, from **books and manuals** on this area (emphasis is ours-N.U.), from special pedagogical publications. Unfortunately, we also eliminated voluntary subscription under the pretext of "compulsory subscription" in the following years. Thanks to this, the teachers and professors of the school and the high schools were separated from the newspapers and magazines they needed. It was so sad that even some leaders boasted that they did not read the newspaper,"<sup>1</sup> they noted quite appropriately. It can also be seen that the transmission of books and other sources of science to the population has become one of the most pressing issues. In this regard, this topic is significant in that it is devoted to the solution of an extremely pressing issue.

<sup>1</sup> The speech of the president of the Republic of Uzbekistan Shavkat Mirziyoyev on the theme "Teachers and mentors – our great strength, support and support in the construction of a new Uzbekistan" at the solemn ceremony dedicated to the day of teachers and mentors.// 22: 04 30 September 2020 220

### RESEARCH METHODOLOGY

In the process of researching the peculiarities of bookselling services and their issues related to the objective need to improve their efficiency, techniques and approaches such as quantity and quality, induction and deduction, space and time, analysis and synthesis, comparative analysis were used.

### ANALYSIS AND RESULTS

Book trade is an important component of knowledge economics. The increasing intellectual potential of the world population directly depends on the organization of services for the publication and sale of books. Therefore, today a number of developed countries occupy leading positions in the publication and trade of books. The total volume of book sales of countries such as the United States, Germany, France, England alone amounted to 100 billion. The US dollar is leading in the world. The sources claim that the population of Russia reads an average of 7.5 hours a week and is 7th after India, Thailand, China, the Philippines, Egypt and the Czech Republic.<sup>2</sup> The fact that the level of these indicators continues to be much lower in our country indicates the need for research and improvement of this area.

One of the five important initiatives to raise youth morale in our country and to organize their free time meaningfully, it is the fourth initiative aimed at organizing systematic work to raise the morale of our youth, to promote reading widely among them, which is mainly important for the development of book sales. In order for us to understand the importance of book

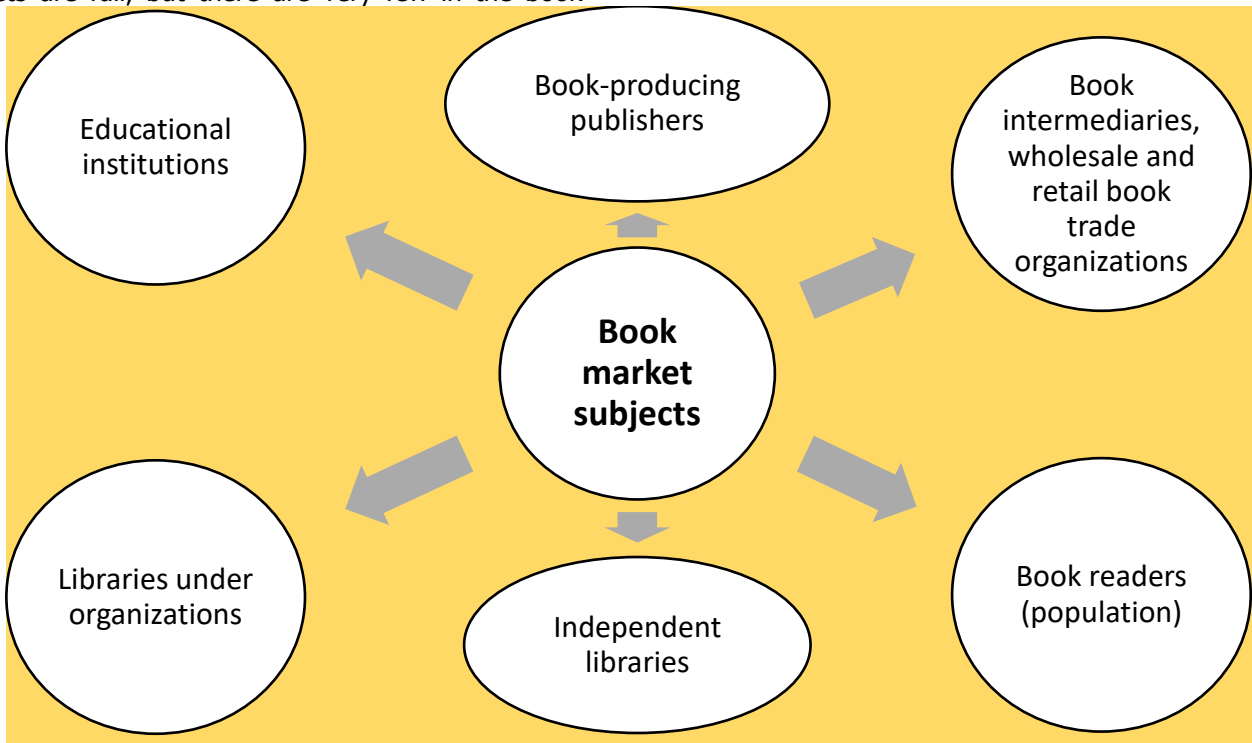
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<sup>2</sup> The digest of the study. "The Russian Book market". [www. Bookmix.ru](http://www.Bookmix.ru).

sales as an economic system, it will be necessary to consider its place in the process of increasing book products.

Recently, the book market has been slowing down with the development of a market economy. This condition cannot necessarily be assessed positively. It can also be seen from simple observations that all markets are full, but there are very few in the book

market. The book market, like other markets, is attended by many individuals and legal entities, which are called **market entities**. At the same time, they also act as a market exchange entity. The subjects of the book market include participants from book producers (publishers) to book consumers. These are expressed in the following figure (Figure 1).



**Figure 1. The structural structure of the subjects of the book market and their relationship**

As can be seen from the picture, the structural structure of the subjects of the book market includes six subjects. Focusing on the interrelationship of these, bookmakers, i.e. publishers, are standing at the initial stage. After him, intermediaries, that is, enterprises engaged in the sale of books. These include wholesale and retail establishments engaged in book sales. Book consumers at the next stage. Being, these have a number of directions. These include the population, that is, the subjects who buy books to create libraries of individuals, libraries, enterprises, organizations, educational institutions.

The main place here is occupied by bookseller enterprises. It enters into a certain relationship with all the subjects of the book market. From publishers, it purchases and retrieves the book, accepts it from book authors as well with a purchase agreement, and deals with delivery to book consumers. This relationship is considered the main, primary market in the system of all economic relations, making a worthy contribution to the increase in the intellectual potential of society.

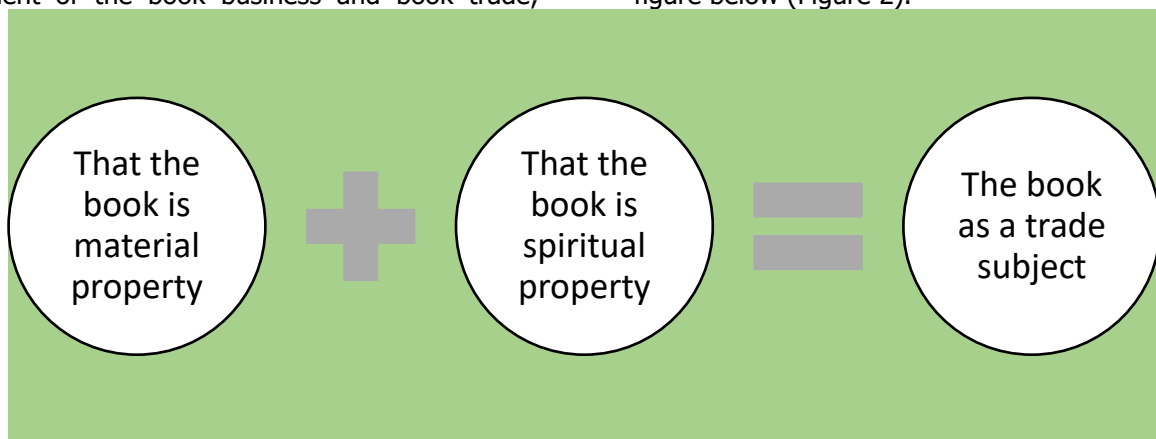
Businesses engaged in book sales also have a relationship with all other entities themselves in order to carry out operations on the purchase and sale of publishing products and other goods. It establishes economic relations with economic entities that provide the necessary services for book sales, in particular, transport, communications, utilities, banks, insurance companies, financial institutions, advertising agencies, marketing organizations, etc., ensuring the smooth continuation of this process. Therefore, the system of all economic relations of the subjects of the book trade, wider than its system of market relations, is an important stage in the movement of publishing products. From these, it can be seen that the book trade plays an important role in the development of society.

From these, it can be seen that in order for the book trade to achieve its goals, it will have to constantly interact with its partners and contractors, establish and maintain economic ties, taking into account the task of meeting the needs of buyers. This means that booksellers will have to regularly engage in increasing

trade culture and efficiency and create appropriate conditions for this.

Despite the fact that today complex measures have been developed to develop the system of publication and distribution of book products, improve and promote the culture of reading, popularization of reading, involvement of children and young people in it, promotion of reading in Republican public libraries, development of the book business and book trade,

training and professional development of personnel for the To do this, it is necessary to constantly improve the book trade. Thanks to this, special attention is paid to monitoring the culture of reading in our country today and the implementation of relevant work on its result. It is worth noting that the nature of book sales differs in certain aspects compared to ordinary sales. This process covers two directions. This is shown in the figure below (Figure 2).



**Figure 2. The book of trade and technical characteristics**

As can be seen from the picture, as a book – book, it manifests itself in the form of material property. Because it is considered material property that the book was published and brought into book form. It is significant as a spiritual property in relation to its materiality.

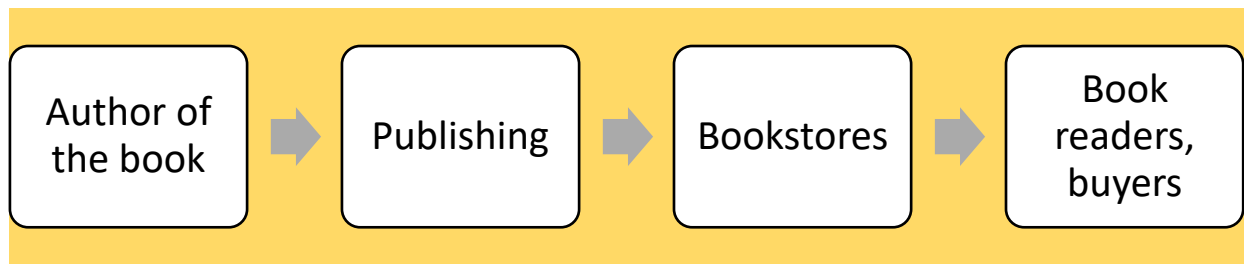
The sheet of one book is material, the words written in it consist of knowledge and nurturing science. Thanks to this, the book simultaneously evaluates both materialism and spiritual property. Importantly, this property must reach its consumer. This is done with book sales.

Book sales in the country covers book sales enterprises. This process includes covering the book's movements from publication to consumer. If a book is viewed as a trade product it is considered in the **form of a book — an object of culture**. Another aspect of the book is that it is represented by its dualistic character. Another important aspect, the usefulness of the book, as noted above, is not only material favor, but it also manifests itself as a great spiritual treasure. Thanks to this, its usefulness can be conditionally determined, rid. In this regard, **the assessment of**

**the effectiveness of book sales** is considered extremely complex.

The effectiveness of book sales is not measured by its weight. Even the volume of turnover sold is difficult to express its full effectiveness. It expresses efficiency only in material terms. The main criterion for the effectiveness of the book is expressed in its **spiritual effectiveness**. However, it is somewhat complicated to represent this indicator in numbers.

Currently, there are views that the development trends of book publishing are somewhat muted by the development of information and communication networks. Because people admit that their interest in reading books is somewhat undermined by the Internet edition. It should be recognized that this is a misconception in a certain sense. Because, in the main science book. In social networks, mainly various based and unsubstantiated information is provided. Of course, the emergence of new types of modern media can slightly narrow the field of the book, but the media should also serve to increase interest in reading books. Three subjects are involved from the publication of the book until it reaches the buyer. The correlation is shown in the figure below (Figure 3).



**Figure 3. Stages of the processes before the book reaches the reader**

Currently, in most cases, writing and publishing a book is left to the author himself. Such books require hard work until they reach the reader. Because the author carries out both the writing and the publication of the book himself. Another aspect is that the publisher inserts in the cost of the book not the labor of the author, but the labor of the publisher, the expenses that went to the left paper and other materials. Finally, it turns out the cost of the book and the cost of adding a number of Masters and taxes. The work of the author remains almost without entry within this assessment. In addition, the quality of the book is assessed based on how it was released. But how important scientific ideas are within it is not yet taken into account. Thanks to this, there are several problems in the processes of publishing and trading the book.

It is worth noting that at present, modern legal foundations of publishing are formed in our country. In order to promote the development of publishing houses, more than 10 laws and regulations and more than 30 legislative acts were adopted, and a number of important privileges and preferences were also granted for printing enterprises. Currently, 1677 printing enterprises and 118 publishing houses are registered in our country. These are engaged in book publishing in different directions. The National Library of Uzbekistan named after Alisher Navoi, 14 regional information and Library Center, Information and resource center of hundreds of educational institutions provide information and library service to the population. A wide range of books are sold in the complexes "book world", "pilgrim of the East" and "Uzdavkitobsavdota'minoti".

Today in our country there is a need to raise the morale of the population, especially young people, to preserve the role of the book as a fundamental intellectual continuity for the formation of spiritual experience, a general cultural and linguistic space accumulated by our descendants, as well as to return its former value. There are several ways to do this. These are:

**First of all**, it is advisable to increase the intellectual potential of the population, especially young people, to continue the regular publication of artistic,

educational, popular and educational literature in higher educational institutions. Particular importance should be attached to the organization of purposefully thoughtful publication of works.

**Secondly**, it is advisable to increase the responsibility of each publisher when publishing books. Measures should be taken not to release shallow books in content.

Thirdly, it is necessary to organize the work of publishing artistic, educational, educational literature aimed at selecting and translating the best works of national and world literature in a modern spirit, based on the demand of today. In addition, it is necessary to strengthen the interest of the younger generation in reading books in various ways.

**Fourth**, the specifics of the price of the use of a book product determine some important features of the mechanism of trade relations with manufacturers and consumers of book products. It is especially advisable to establish a procedure for returning or replacing books in wholesale and retail enterprises and bookstores. To do this, it is necessary to develop special trading rules and approve them in an appropriate way.

**Fifth**, it is advisable to organize a system for delivering books by subscription. In particular, 100 books that need to be read can be freely distributed by subscription, and it is an appointment that will bring great effect. Likewise, it is also advisable to establish the delivery of other books to the reader through advertising.

Sixth, it leads to a certain decrease in interest in reading and a decrease in the education and literacy of the population. This, in turn, is considered a significant threat to the sustainable development of society and the state. For this, many developed countries are actively taking action against these negative phenomena. It is also considered extremely relevant for our country. It is necessary to take systemic measures and carry out appropriate control over its implementation.

**Seventh**, it is also advisable to organize the publication of books and its trade, develop national comprehensive programs that, based on the importance of the industry, ensure the integration of the efforts of



public authorities and administration, libraries, educational institutions, scientific and business cooperation, civil institutions and the media.

**Eighth**, we think that it is also time to develop a reading culture in different categories of residents, especially young people, to improve publishing and organize a book trade aimed at meeting the intellectual, spiritual and cultural needs of a full Society. At the same time, special attention is also aimed at creating a system for the re-formation of the population's culture of reading books.

**Ninth**, it is necessary to establish the implementation of the fourth initiative aimed at organizing systematic work to raise the morale of our youth and promote reading widely among them, one of the five important initiatives to raise youth morale in our country and to organize their free time in a meaningful way.

**Tenth**, it is advisable to use experiments aimed at promoting book trade on a global scale to further strengthen scientific research on its effective organization and to introduce relevant experiments to increase the readership of the population into our country as well.

**Eleventh**, in the implementation of book sales in our country, it is also advisable to carry out scientific research aimed at increasing the socio-economic efficiency of the industry based on the effective use of advanced communication technologies in the sale and distribution of books, the application of media technologies using innovative methods, the establishment of internet and e-commerce, the organization of book sales by mail,

The book trade has its own characteristics. This is manifested in:

- to determine the place of this in the process of reproduction, it should be borne in mind that the exchange between book producers and consumers can occur both without intermediaries and with the participation of intermediaries.

- one of the books is bought once. Because it cannot be eliminated with its consumption. When a person is read once, another person can read it. Thanks to this, the book must be the next book product suitable for the consumer to purchase. In this aspect, book sales are different from other product trades

## CONCLUSION

In summary, book sales, which act as intermediaries between producers and consumers of book products, represent the interests of both parties in itself. In relations with publishers, book sales approach based on the interests of consumers. And in relations with consumers represent the interests of publishers.

However, one focus should also be on the authors of the book.

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