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ISBN AS A BASIC ELEMENT OF THE MODERN
BOOK DISTRIBUTION SYSTEM

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**Research methodology.** The choice of methods used in the scientific research on the topic has been conditioned by the actual material issues and its purpose. At the first stage of the study there have been used primary methods: the information gathering and surveillance, but for the second one the analysis has been chosen. The primary methods have been used while collecting information on the trends in the state information policy on publishing and the situation of the bookselling sys-tem in Ukraine. The analysis has been applied when considering the ISBN system operation in Ukraine and in the leading countries of the world, as well as learning how to implement of electronic data interchanges standards (ONIX).

**Results.** The study has identified the main problems of the national book distribution, highlighted the important role of the International Standard Book Number System (ISBN) in solving these problems, defined the need to implement of electronic data interchange standards (ONIX) and create a national information system of «Books in Print» in order to meet the needs of the book market.

**Novelty.** The author has defined the dependence of the successful functioning of bookselling in Ukraine on the degree of usage of all instruments of the International Standard Book Number System (ISBN), including metadata and the implementation of electronic data interchange standards (ONIX).

**The practical significance.** Today users of the ISBN system in Ukraine number almost 4000 publishers. Creating a national information system «Books in Print» based on the International Standard Book Number (ISBN) system and further development of standards implementation of electronic data interchange (ONIX) will successfully solve the problems of the modern system of book distribution. In its turn, this will contribute to the development of the modern information society in Ukraine and promote the formation of a united information and communication space of Ukraine and its successful integration into the world one.