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FEATURES OF THE PUBLISHING BRAND FORMATION  
AND PROMOTION

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**Research methodology.** The methodology of the article includes a systematic approach to.the basic theoretical and methodological problems of the publishing brand formation and the instruments used by modern Ukrainian publishing houses for advancement of their own brands. All the problems have been investigated by using such logic methods as induction and deduction, systematization. The author, having used the analysis and synthesis methods of the status and problems of the publishing market of Ukraine, has also summarized basic premises and the necessity of the branding technologies usage in such specific industry in Ukraine as publishing.

**Results.** The publishing branding is a special type of branding, that it is related to the nature of finished production, the innovation of publishing products, the features of technological processes of publishing products making and their realization. The functions of the publishing brand have been divided into general (economic, legal, motivational, informative and psychological-communicative) and specific (advertisement, possibility of risk declining). Despite the presence of a large number of branding instruments the publishing companies use only a small part of them and not in a full size.

**Novelty.** The number of features that will influence the formation and effective management of publishing brand has been distinguished. The author has carried out an attempt to improve some of publishing brand functions.

**The practical significance.** Branding is one of the main methods to ensure a high level of competition. Therefore, the development of branding technology is necessary for publishing enterprises. The use of branding will help modern Ukrainian publishing houses strengthen their positions at the market, create stable inter-connections with consumers of products to buy and advertize a Ukrainian book in turn. The publishing house that has managed to form its own strong brand is more protected from the attacks of competitors in the conditions of a market crisis, it has already possessed more predictable perspectives.