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**USING THE METHOD OF NETWORK PLANNING IN OPERATIONAL MANAGEMENT OF BOOK AND MAGAZINE PRODUCTION**

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***Research methodology.*** *Theoretical and methodological basis of the research is made by the works of domestic and foreign scientists, methods of theoretical generalization, analysis and synthesis, a graphic method.*

***Results.*** *The statements of scientists on the role and importance of operational management, the nature and content of the network planning have been generalized, the expediency of its application in the management book and magazine production has been grounded.*

***Novelty.*** *Methodological approaches to the application of the method of network planning in various areas of production have been generalized, the network planning methodology has been adapted to the conditions of production of printed products.*

***Practical significance.*** *A schedule-network of book and magazine production has been built; the parameters of the network schedule have been calculated, the ways of its optimization have been presented that serves as a proof of the practical use of the method of network planning in publishing and printing industry.*