

These stands are run by individual enterprisers and are hidden from statistics, they simply are out of tax informatics. Usually these entrepreneurs are former Institute employees and are real specialists in the area of their specialized selling. Take into account that network of Academy of Science in Ukraine and Russia is still very good and well-spread. It gives you about 2000 elitist bookshops that work often "upon request" and have really good information on all new books printed in area of specialization."

### Campus bookshops

As a next attempt towards differentiation, the last column of Table 1 tries to identify those campus bookshops, which are little known outside of colleges but are taken care of by publishers and importers in academic subjects, including social sciences: *bookshops, used over 80% by students and lecturers.*

## Salaries and Prices

The following questions inquire about some salaries, fees and prices:

No	Question	Explanation
1	Exchange rate of USD	Give the exchange rate of USD to your national currency, which is applied in your answers. If possible, use the official average in 2000. Where a different rate is used, make a note.
2	Monthly net salary (\$ )	National average. Indicate source: e.g. statistical office, estimate etc.
3	Professor's net monthly salary (\$)	Indicate source: e.g. official data on average higher education lecturer's salary; or salary of a typical, 'average' university professor etc.
21	Book price (\$)	Average 250-page paperback fiction.
22	Newspaper price (\$)	Best read general daily paper (not tabloid).
23	Price of academic books (\$)	Average 250-page paperback on a social science subject.
36	Authors's fee	Average fee for work in social science, one author's sheet (40 000 characters including spaces).
37	Translator'fee (\$)	Average fee for translating from foreign language, one author's sheet.

**Table 31: Salaries, fees and prices** (US dollar, publisher's sheet, see questionnaire above)

	Monthly net salary	Professor's salary	Book price	Newspaper price	Academic book price	Author's fee	Translator's fee
ALB	120	165	3,30	0,30	4,70	150	..
ARM	25	50	1,80	0,20	2,50	40	140
AZE	46	37	1,00	0,22	1,56	0	10
BOS	250	380	11,00	0,50	20,00	68	100
BUL	115	90	3,30	0,30	4,50	150	3
CRO	365	394	12,50	0,75	25,00	..	110
CZE	353	455	5,00	0,20	9,00		
EST	286	743	9,00	0,50	12,00	57	100
GEO	33	40	2,25	0,25	3,25	..	13
HUN	207	296	2,96	0,27	4,44	139	226
KYR	30	50	3,00	0,30	3,25	57	
LAT	179	689	5,80	0,34	5,10	115	75
LIT	270	450	4,00	0,85	5,00	57	120
MAC	179	689		0,34	5,1		75
POL	242	600	6,20	0,40	6,00	57	80
ROM	110	160	2,8	0,2	3,6	0	40
RUS	82	92	1,80	0,14	3,00	7	8
SLK	167	205	5,41	0,19	5,41	108	72
SLN	542	620	14,00	0,60	14,00	..	47
TAJ	10	6	2,00	0,12	3,20	14	10
UKR	40	100	1,8	0,1	2	40	60
YUG	79	133	6,00	2,20	7,00	28	50

## Conditions for the general public

From the data received one can conclude about the general purchase power with regard to books and newspapers as well as academic publications. Clearly, the greater the social differences are, the less meaningful the notion of average monthly salary is. It is clear again, however, that data to be handled with great care are worth more than no information whatsoever.

With this, let us proceed to a closer observation of the relationship between average citizen income and prices of printed goods.

**Table 32: Average salaries, average prices**

The monthly salaries income per hour and minute were calculated according to the following: a minute's salary = monthly salary / 22 days / 8 hours / 60 minutes, in US cents.

	Average monthly net salary	Average hour's salary	Book price	Academic book price	Hours to work for a book	Hours to work for an academic book	Average minute's salary (cent)	Newspaper price	Minutes to work for a newspaper (cent)
ALB	120	0,68	3,30	4,70	4,8	6,9	1,1	0,30	26
ARM	25	0,14	1,80	2,50	12,7	17,6	0,2	0,20	84
AZE	46	0,26	1,00	1,56	3,8	6,0	0,4	0,22	51
BOS	250	1,42	11,00	20,00	7,7	14,1	2,4	0,50	21
BUL	115	0,65	3,30	4,50	5,1	6,9	1,1	0,30	28
CRO	365	2,07	12,50	25,00	6,0	12,1	3,5	0,75	22
CZE	353	2,01	5,00	9,00	2,5	4,5	3,3	0,20	6
EST	286	1,63	9,00	12,00	5,5	7,4	2,7	0,50	18
GEO	33	0,18	2,25	3,25	12,2	17,6	0,3	0,25	81
HUN	207	1,17	2,96	4,44	2,5	4,02	2,0	0,27	14
KYR	30	0,17	3,00	3,25	17,6	19,1	0,3	0,30	106
LAT	179	1,02	5,80	5,10	5,7	5,0	1,7	0,34	20
LIT	270	1,53	4,00	5,00	2,6	3,3	2,6	0,85	33
MAC	179	1,01	..	5,1	0,0	4,65	1,7	0,34	20
POL	242	1,38	6,20	6,00	4,5	4,4	2,3	0,40	17
ROM	110	0,63	2,8	3,6	4,5	7,46	1,0	0,20	15
RUS	82	0,47	1,80	3,00	3,8	6,4	0,8	0,14	18
SLK	167	0,95	5,41	5,41	5,7	5,7	1,6	0,19	12
SLN	542	3,08	14,00	14,00	4,5	4,5	5,1	0,60	12
TAJ	10	0,05	2,00	3,20	37,1	59,3	0,1	0,12	133
UKR	40	0,23	1,8	2,00	7,9	20,43	0,4	0,10	21
YUG	79	0,45	6,00	7,00	13,4	15,6	0,7	2,20	294

The table helps us perceive the enormous differences that prevail between living conditions in the huge geographic area, which, from the point of view of recent history, can be taken as one big unit: the countries which used to belong to the „second world” of Communism until about 1989. Distances are brutal, even without including member countries of the European Union. Are we conscious enough about the differences between circumstances where people work 6 minutes for a daily paper like an average citizen in Czech Republic; or 51 minutes like in Azerbaijan; or even more like in Tajikistan or in today's Serbia?

## The academic world

We can compare first a university professor's average income – as reported by our partners – to the average general salary in that country. The table is arranged in the order that the academic income exceeds the common people's salaries. Which shows that a Latvian professor earns nearly four times above the national average, while his Tajik colleague is paid about 2/3 of an average citizen in that country.

**Table 33: Average versus academic salaries**

	Average monthly net salary	Professor's salary	Ratio of professor's / general
LAT	179,0	689,0	385%
MAC	179,0	689,0	385%
EST	285,7	742,9	260%
UKR	40,0	100,0	250%
POL	242,0	600,0	248%
ARM	25	50	200%
<b>average</b>	<b>169,5</b>	<b>292,6</b>	<b>170%</b>
KYR	30,0	50,0	167%
LIT	270,0	450,0	167%
YUG	79,1	126,1	159%
BOS	250,0	380,0	152%
ROM	110,0	160,0	145%
HUN	207,0	296,0	143%
ALB	120	165	138%
CZE	353,0	455,0	129%
GEO	32,5	40,0	123%
SLK	166,7	205,0	123%
SLN	541,8	620,3	114%
RUS	82,4	92,0	112%
CRO	365,0	394,0	108%
AZE	46	37	81%
BUL	114,6	90,1	79%
TAJ	9,5	5,9	62%

Rather few of the data – especially on university professors' salaries – come from official sources. They are supposed, however, to be reliable estimates.

The arithmetic mean of the countries suggests that professors earn 70% more than the average citizen. It would be difficult to find correlation with other indicators. Countries with low and high level GDP are rather evenly distributed between the various parts of the ranklist. What are then the decisive factors that determine the ratio? Local traditions? Incidental circumstances, like the personal conviction of the prime minister or the educational minister?

**Table 34: Academic salaries and prices**

	Professor's salary	Professor's hourly salary \$	Academic book price \$	Academic books for a month's salary of a professor	Hours to work for a professor for an academic book	Author's fee \$ / sheet	Academic books to buy for an author's fee for a sheet	Translator's fee \$ / sheet	Academic books to buy for a translator's fee for a sheet
ALB	165	0,9	4,70	35	5,2	150	31,9	..	..
ARM	50	0,3	2,50	20	8,3	40	16,0	140	56,0
AZE	37	0,2	1,56	24	7,8	..	..	10	6,4
BOS	380	2,2	20,00	19	9,1	68	3,4	100	5,0
BUL	90	0,5	4,50	20	9,0	150	33,3	3	0,7
CRO	394	2,2	25,00	16	11,4	..	..	110	4,4
CZE	455	2,6	9,00	51	3,5	..	..	..	..
EST	743	4,2	12,00	62	2,9	57	4,8	100	8,3
GEO	40	0,2	3,25	12	16,3	..	..	13	3,8
HUN	296	1,7	4,44	67	2,6	139	31,3	226	50,9
KYR	50	0,3	3,25	15	10,8	57	17,5	..	..
LAT	689	3,9	5,10	135	1,3	115	22,5	75	14,7
LIT	450	2,6	5,00	90	1,9	57	11,4	120	24,0
MAC	689	3,9	5,10	135	1,3	..	..	75	14,7
POL	600	3,4	6,00	100	1,8	57	9,5	80	13,3
ROM	160	0,9	3,60	44	4,0	..	..	40	11,1
RUS	92	0,5	3,00	31	6,0	7	2,3	8	2,7
SLK	205	1,2	5,41	38	4,5	108	20,0	72	13,3
SLN	620	3,5	14,00	44	4,0	..	..	47	3,3
TAJ	6	0,0	3,20	2	0	14	4,4	10	3,1
UKR	100	0,6	2,00	50	3,3	40	20,0	60	30,0
YUG	133	0,8	7,00	19	8,8	28	4,0	50	7,1

Table 34 is perhaps the most controversial of all. Especially the last columns. Differently from the previous decades, authors' and translators' fees are negotiable, often treated confidentially. Furthermore, authors increasingly tend to receive royalties, established in percentage of the income for the book. Nonetheless there is something like a typical amount per sheet, in a given period (in our case in the year of 2000). It is rather unlikely that a translator in Armenia is valued about 50 times more than one in Bulgaria ... yet a substantial difference must exist. (Also it must be borne in mind that this index combines two factors: the translator's fee and the average price of a local academic book.) Notwithstanding these difficulties, the data lend themselves to interesting conclusions. And since they are put on display on the web, they also lend themselves to comments and motions for eventual rectification.

## The Textbook Market

The following items of the questionnaire relate to school textbooks:

#	Item	Remark
17	Textbooks (%)	Share of textbooks in total sales.
34	VAT on textbooks (%)	Books used as course books in the education system; textbooks.
53	Pupils in primary (№)	Explain, how 'primary' and 'secondary' school levels are defined in your country. The two should cover schooling before 3 <sup>rd</sup> level (higher education). If you have difficulties, combine the two categories.
54	Pupils in secondary (№)	
55	New titles in primary (№)	How many new textbooks, with separate ISBN, were published for 1 <sup>st</sup> level in 2000?
56	New titles in secondary (№)	
57	Copies in primary (№)	How many copies were printed for 1 <sup>st</sup> level in 2000: new titles and old ones (reprints) together?
58	Copies in secondary (№)	
59	Share of new titles in primary (%)	From 57, from newly printed copies, which was the proportion of newly published titles (Line 55)?
60	Share of new titles in secondary (%)	
61	Old copies in primary (%)	In what proportion did pupils learn from used, second-hand textbooks in 2000?
62	Old copies in secondary (%)	
63	Textbook ownership	Are textbooks purchased or rented? If paralel models exist, give proportions.
64	Textbook burden at 6 (\$)	What is the average cost of buying (renting) the entire textbook package for a first grade pupil?
65	Textbook burden at 16 (\$)	What is the average cost of buying (renting) the entire textbook package for a 16-year-old pupil?
66	Textbook distribution	When and how are orders collected? When and how do copies get to the pupils?
67	State support	Describe in what forms the state supports textbooks. If available, give figures.