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Zuzana Helinsky

International Publisher Service.



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Marketing, consulting and intermediate resource service based on 20 years experience in the sales and marketing of library related products.

This experience is based on a platform involving the most interesting and fast growing markets in Europe and the Middle East. The driving force in these successes has been an excellent library, business and personal network. Based in Lund, Sweden, Zuzana Helinsky speaks Scandinavian and English languages, and being Czech born she also masters a variety of Slavonic languages including Russian. Zuzana speaks regularly at international conferences and lectures for seminars and business classes.

Zuzana Helinsky will improve your business results

- by increasing your presence in the library world.
- by providing you with services, which will increase and retain library subscriptions in the above geographical areas.
- by making it possible to reach your full potential.
- by being available as an intermediate resource for specific projects and tasks

Zuzana Helinsky offers services such as:

- Telemarketing
- Library visits
- Non-renewal follow-up
- Advertising sales
- Market research

Your result

Feedback information will significantly increase your knowledge about what exactly library customers appreciate and request. Also it will improve your library customer relationship.

Zuzana's focus

By assisting you to focus your marketing efforts on current and new publications, identifying and getting face-to-face contact with librarians and relevant decision-makers.



Zuzana Helinsky is only a phone-call or email away from improving your business.

Zuzana Helinsky is a consultant specialising in services to the publishing and library community. She is a qualified librarian, with wide international business experience. For the last 20 years she has had a variety of jobs providing services to libraries around the world. Zuzana speaks regularly at international conferences and lectures for seminars and business classes.

Until recently she was Director of Publisher Relations for Prenax Global, the international and innovative subscription management company. She set up and managed their relationship with publishers all over the world, servicing offices in Sweden, USA, Germany, France and England.

From the mid 90's she was Manager of International Business for BTJ, Sweden's largest library service company. Here she created new business worth 1million dollars for BTJ in the Middle East, Turkey, Greece and Central Europe.

In the mid 80's she created and managed BTJ's subscription service, which had grown to 20 million dollars by the mid 90's, when BTJ acquired another Swedish agent. She was then responsible for the integration and rationalisation of the two businesses, offices and management.

Arriving in Sweden from the Czech Republic in 1969, she gained a degree in Philology and History at Lund University and has a Masters Degree in Library and Information Science from Boras Bibliotekshogskola. She worked for several years in a variety of posts in the serials department at the University of Lund before joining BTJ, initially to upgrade their cataloguing system.

Zuzana's mother tongue is Czech and she is also fluent in Russian, Swedish and English. She has a working knowledge of Slavonic languages such as Slovak, Serbian and Polish; and Scandinavian languages such as Danish and Norwegian. She is a former member until september 2001 of the Executive Board of the Association of Subscription Agents and a member of the Editorial Board of Serials – the journal of the United Kingdom Serials Group.

Among customers: R.R.Bowker, OCLC, Alfred Jaeger Inc., Oxford University Press, Eurobib

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