“Educational Publishing and its Marketing aspects in Developing Countries with special references to Kenya”

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ABSTRACT,

This study attempts to explore the state of educational publishing in Kenya. It seeks to reveal the problems faced by educational publishers, the influence of the government through its two state-owned publishing firms and the book distribution at large. Chapter Two of this research is devoted to literature concerning other developing countries; therefore, majority of the examples are drawn from Africa. This chapter describes the roles of the state and the non-governmental organizations in developing, marketing and distributing educational books besides highlighting problems associated with these processes. Chapters Three and Five concentrate on the same issues within Kenyan educational publishing. Chapter Three covers the importance of educational publishing, a brief history of publishing firms in Kenya, the various types of publishers and the problems and the role of Kenya Institute of Education (KIE) as a curriculum development centre. Chapter Five deals with current situation of educational publishing in Kenya. This chapter presents the findings of a survey of publishers and booksellers in Nairobi, Kenya. "The findings shade some light on the issue of government involvement in educational publishing and the claims by the private indigenous publishers that government involvement has driven them out of textbook publishing." Though the Ministry of Education recommends textbooks from state-owned publishing firms, the private publishers still compete favourably with them. It shows that the private publishers are now getting their books to schools unlike in the 1980s when they were complaining of being muzzled by the government.