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ABSTRACT

The study was investigating the issues surrounding piracy in the educational book publishing industry in Zimbabwe. The statement of the problem was that piracy had become such an obstacle to a profitable book business that many publishers were considering stopping the presses for good. The main objective of the study was to investigate the issues surrounding piracy in the educational book publishing industry. The research aimed at establishing the possible causes of piracy, the effects of piracy, what is being done to fight piracy and the benefits of fighting piracy to publishers. The literature review showed related studies which talked about the possible causes of piracy, the effects of piracy, the benefits of fighting piracy and what can be done to fight piracy. The research took both qualitative and quantitative approaches with the population being publishers, editors and educational advisors from three publishing houses in Harare. The sample size comprised of 21 participants and data from these was collected using interviews and questionnaires. Data was analysed and presented using pie charts, bar graphs and tables. The findings of this research revealed that the main possible cause of piracy was that the economic recession and political upheaval that happened a decade ago made readers prefer to buy cheaply from street vendors. Conclusions presented that indeed piracy was affecting the publishing industry to a greater extent. A major recommendation from the study was that law enforcement authorities should be given authority or the power to investigate criminal infringements of intellectual property or to initiate criminal actions themselves without the right holder having to complain first.