

School Library Market Report 2008-2009

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Simba Information

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- Greenwood Publishing Group
- H.W. Wilson
- Ingram Library Services
- Lerner Publishing Group
- Marshall Cavendish
- Overdrive
- ProQuest
- Recorded Books
- Rosen Publishing
- Scholastic Classroom & Library Group
- World Book

Abstract

School Library Market Report 2008-2009 is a new report from Simba Information, the trusted source for publishing market intelligence.

This report offers an up-close analysis of the K-12 school library market, providing publishing decision-makers the most up-to-the-minute business information on market trends, opportunities and growth potential.

Use this report to analyze overall growth potential and assess niche opportunities, evaluate trends affecting the market and benchmark performance of the industry leaders to position yourself effectively for short- and long-term growth.

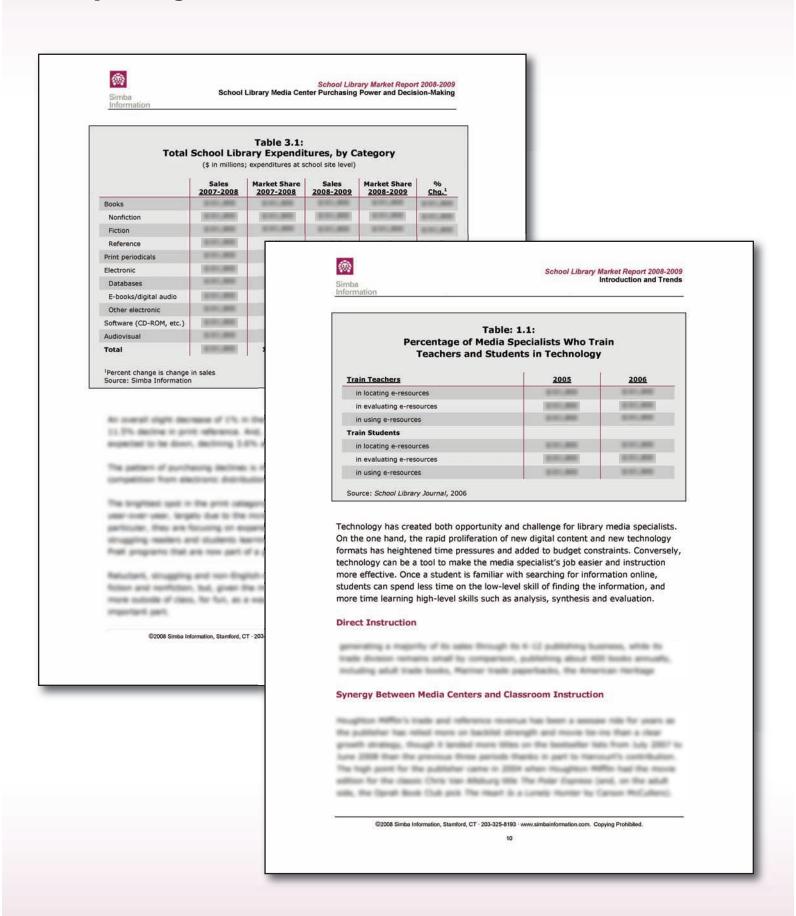
Topics include:

- Buying power of school libraries
- Funding outlook
- School library demand for materials
- Effective marketing and distribution channels
- The impact of emergent technologies
- Leading materials providers

This report is an essential market intelligence tool for publishers, editors, marketing, business development and investment professionals who need to understand the business strategies currently driving this segment of the educational publishing industry.



Sample Pages



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