Top Five Global Publishing Companies: Performance, Strategies and Competitive

Description: The global publishing industry has experienced growth during the last five years and is expected to continue as it reached approximately US $347.6 billion in 2017 with a CAGR of 2.3% over the next five years.

The report provides detailed insight into the performance of the top five global publishing companies. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The publishing industry is highly fragmented and includes the segments of newspaper publishing, book publishing, and periodicals publishing. The North American region dominates this industry. Literacy level, income level, advertiser spending, technological changes, and government regulations are expected to contribute to the industry growth significantly. In this study, the author thoroughly profiles the following five companies with detailed competitive assessments:

- Bertelsmann AG
- McGraw-Hill Companies
- News Corporation
- Pearson plc
- Wolters Kluwer

The Asia Pacific (APAC) region witnessed the highest growth during the last five years due to strong economic development; a concerted effort to make companies competitive in the global marketplace, and the increased participation of private media and entertainment companies. The research indicates that Europe is anticipated to have positive growth in the industry during the forecast period as strategic partnerships are expected with international players and with local and national players to expand readership reach.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five global publishing companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It is designed to provide strategically significant competitor information, data analysis, and insight that are critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in the global publishing companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

Features of this Report:

In this newest competitive research study on the world's global publishing companies, we thoroughly profile following five companies with detailed competitive assessments:

- Bertelsmann AG
- McGraw-Hill Companies
- News Corporation
- Pearson plc
- Wolters Kluwer

The detailed analysis of each company offers a critical view into key strategic areas, including:

- Company overview
- Benchmarking (financial and market)
- SWOT analysis
- Product positioning
- Marketing strategy and tactics
To make any investment, business, or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with publishing industry. Some of the features of this multi-client market intelligence report are:

- Market size estimates in terms of (US $) value by segments of the top five global publishing companies
- Regional analysis: global publishing companies’ breakdown by key regions (North America, Europe, APAC, and ROW)
- Market trends, drivers, and forecasts
- Competitive benchmarking of each players against their financial and market strength
- Global and regional market share estimates for the top players
- Product line overview and positioning of top players
- SWOT analysis of the leaders
- Marketing strategy and tactics
- Corporate strategy

The report is in PowerPoint format and has hundreds of critical data and market insights that will help in effective decision-making.

Who Can Benefit From This Report?

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and Inventory Management
- Budgeting
- Investment Decision

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