Learning in Transition: College Course Materials Market Forecast 2014

Description:

Today, when college students “hit the books,” they're increasingly not turning to traditional textbooks. As in almost all segments of education, the college market is experiencing a dramatic shift away from paper and toward digital media for instruction materials.

Simba Information's Learning in Transition: College Course Materials Market Forecast 2014 provides a complete view of the U.S. higher education market – and how it’s changing - in a single-source format. This report is a result of Simba Information's ongoing research in the area of instructional materials in higher education. This edition of Simba's reporting on the college instructional material market offers a particular focus on the changes in:

- Format of instruction materials,
- Types of course materials in demand,
- How instructional resources are being delivered.

Simba provides both sizing and context to the market segments of new and used textbooks and multimedia materials.

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