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 instructional 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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