Worldwide Yellow Pages Overview & North America Regional Segment

Description: Simba's Worldwide Yellow Pages: 2006-2007 Overview is your guide to the global directory publishing industry, covering all eight major global regions. Simply put, it is the most comprehensive research available on the business of Yellow Pages and Internet Directory publishing worldwide.

Worldwide Yellow Pages: 2006-2007 Overview looks at 27 countries in order to provide a perspective on global Yellow Pages and Internet Directory trends.

Topics covered include:
- Introduction: The Telephone Directory Market
- Telephone Directory Market in Relation to the Telephone Industry
- Telephone Directory Market in Relation to the Advertising Industry
- Directory Publishing
- Internet Directories
- Suppliers to the Directory Market
- Summary and Conclusions
- Profiles of Leading Publishers Directory Publishers

Simba's Worldwide Yellow Pages: 2006-2007 Overview is the undisputed resource for market level information, including growth rates, forecast, as well as company level information, including revenues, key executives, key development 2000-2005.

Each regional volume includes:
- Size comparison to the entire telecommunications segment
- Telephone revenues by region/country - per capita and GDP
- Statistics on directory advertising in relation to local economic factors
- Directory revenue forecasts for the next three years
- Data on directory advertising versus other media
- Key contact information on each publisher, including key personnel with e-mail

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