Yellow Pages Market Forecast 2003

Description: For over 17 years, Simba Information's annual YELLOW PAGES MARKET FORECAST has provided reliable, comprehensive analysis of the lucrative and evolving yellow pages business. As the premier report in its field, it contains dozens of charts and tables packed with the information you need to effectively beat the competition. RBOCs, independent telcos, non-utility publishers, certified marketing reps, consultants, printers, suppliers, online services providers, and investment professionals rely on Simba's YELLOW PAGES MARKET FORECAST every year for its critical look at the state of the U.S. yellow pages market and its exclusive projections for future growth. This invaluable report will help you uncover opportunities for expansion, benchmark your performance against that of your competitors, size up regional yellow pages performance by publisher type, get the inside track on what's driving investment activity?and much, much more!

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