Worldwide Yellow Pages 2011: Evolution to Online

Description: In its premiere edition, Worldwide Yellow Pages 2011: Evolution to Online reports on the state of the online yellow pages industry in 2011 with a focus on North America and Europe. But even more important than providing a clear understanding of the current market condition, this report offers exclusive perspective on how yellow pages publishers need to position themselves for future growth in the dynamic online medium.

Use Worldwide Yellow Pages 2011: Evolution to Online to:

Gain access to Simba’s exclusive data on current online yellow pages market size and structure
Understand the structure of partnerships between yellow pages publishers and search engine giants, such as Google and Yahoo!
Benchmark your own online initiatives against those of your competitors
Target realistic online yellow pages revenue growth for your company
Identify potential partnership opportunities. And more!

The report includes growth rates, forecasts, company information, revenues and key executives.

Specific markets covered in Worldwide Yellow Pages 2011: Evolution to Online include:

North America
United States
Canada
Mexico

South America
Argentina
Brazil
Chile
Peru

Europe
Austria
Belgium
Denmark
France
Germany
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
United Kingdom

Asia
China
Hong Kong
India
South Korea
Pacific Rim
Australia
Japan
New Zealand
Singapore

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