Trends in Trade Book Retailing 2012

Description: Now in its fourth edition, Trends in Trade Book Retailing has cemented its place as the trusted tool for anyone following the publishing industry. The report predicted the problems of the now-defunct Borders Group. It discussed the issue and implications of physical stores 'showrooming' e-books before the term became commonplace. Only buyers of this report will know what to expect next. Trends in Trade Book Retailing 2012 compiles nationally representative consumer data on who is buying books, what they are buying and where they are buying them. This new edition goes even further than before in its demographic and psychographic overview by presenting, for the first time, five-year trend information on bookstore, online and ‘other’ channels is available, displaying just what kind of road each segment of bookselling is traveling—and what kind of market share each may be heading for in the future. This report also goes beyond its original focus by presenting data on e-book buying trends as well: new to this edition is 2012 data showing where e-book users have bought their e-books, with Amazon, Apple’s iBookstore and Barnes & Noble’s channels among the retailers singled out by this exclusive analysis. In addition to compiling trusted nationally representative data from Experian Simmons for this analysis, Simba has also used its own proprietary analysis of the print book and e-book marketplace to present a comprehensive review of the state of book retailing that just isn't available anywhere else. It has never been more important for publishers, retailers, investors, consultants and anyone with a stake in the media industry to understand to how consumers get content and what extent they are taking to e-books. Reserve your copy of this vital tool today.

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