Worldwide Yellow Pages 2007: Americas

Description: Publishers looking for growth opportunities in markets abroad know that the single most trusted source of data and analysis about the global Yellow Pages and Internet Directory industry is Simba's Worldwide Yellow Pages.

Simba's Worldwide Yellow Pages will provide you with:

- 2-year forecast of directory revenues
- Historical revenues from 2003
- Competitive profiles by region and country, including publishers, vendors and Internet Yellow Pages directories
- In-depth company profiles of major competitors
- The most up-to-date information from our analysts dedicated throughout the year to tracking market developments
- Market- and company-level information, such as directory revenue per capita and distribution, essential for benchmarking your concern.

Simba's Worldwide Yellow Pages 2007: Americas covers the major markets in the Americas, including:

- Argentina
- Brazil
- Canada
- Chile
- Mexico
- Peru
- United States

Nearly 70 tables and charts illuminate the numbers that matter to you most, including:
- Size comparison to the entire telecommunications segment
- Telephone revenues by country - per capita and GDP
- Statistics on directory advertising in relation to local economic factors
- Directory revenue forecasts through 2008
- Data on directory advertising versus other media
- Key contact information on each publisher, including key personnel with e-mail

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