Worldwide Yellow Pages 2007 Overview

Description: Simba's Worldwide Yellow Pages is your guide to the world of Yellow Pages markets, from market size to growth rates to unique Simba insights into the dynamics of Yellow Pages and Internet Directory publishing activities around the world.

Simba's Worldwide Yellow Pages: 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.

Updated in August 2006 to include 2005 year-end results, Worldwide Yellow Pages 2007 Overview analyzes 27 countries in order to provide a perspective on global Yellow Pages and Internet Directory trends.

Simba's Worldwide Yellow Pages: 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.

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

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