Worldwide Yellow Pages: Western Europe 2006

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.

Individual regional volumes drill down into activity in key regions. Each regional volume includes:
- Size comparison to the entire telecommunications segment
- Telephone revenues by region/country - per capita and GDP
- Statistics on directory advertising in relation to local economic factors
- Directory revenue forecasts for the next three years
- Data on directory advertising versus other media
- Key contact information on each publisher, including key personnel with e-mail

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