Yellow Pages Market Forecast 2005

Description:

Yellow Pages Market Forecast 2005 is the premier source for providing reliable insight to past, present and future trends shaping the yellow pages directory publishing market.

For over 20 years, professionals tracking the yellow pages industry have relied on The Yellow Pages Market Forecast for an accurate and unbiased inside look at the U.S. market. Moving past the headlines and top-line data, this report uncovers information affecting mergers & acquisitions, advertising spending, rates and trends, as well as syndicated usage research, competitive business strategies and revenue/market share projections shaping the marketplace.

Fueled by an expansive information archive, personal interviews with industry leaders and detailed analysis of public information --The Yellow Pages Market Forecast 2005 delivers an effective solution for benchmarking success, sizing revenues, pinpointing investment activity drivers, identifying growth opportunities and much more!

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