Yellow Pages Market Forecast 2004

Description: For 18 years, Simba Information's Yellow Pages Market Forecast has provided reliable, comprehensive analysis of the evolving yellow pages business. As the premier report in its field, it contains dozens of charts and tables packed with the information you need to effectively run your business. RBOCs, independent telcos, non-utility publishers, overseas publishers certified marketing representatives, consultants, printers, suppliers, online service providers, and investment professionals all rely on Simba's Yellow Pages Market Forecast every year for its insightful look at the state of the U.S. yellow pages market and projections for the future.

An invaluable report, Yellow Pages Market Forecast 2004 will allow you to discover opportunities for expansion, benchmark your success against your competitors, size up yellow pages revenues by type of publisher, find out what's driving investment activity, and much more!

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