The Children's Educational Software Market

Description: Packaged Facts report provides detailed analysis of this $2-billion market, examining three market segments: packaged software for the home market; packaged software for the school market; and software for integrated learning systems (ILS). This report also: projects market performance through the year 2002; analyzes marketing and new product trends; presents an overview of the competitive situation and profiles major marketers; presents data on advertising expenditures; analyzes Simmons and other data on consumer purchasing behaviors; and much more. Individual sections are available.

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