The School Publishing Market

Description: Opportunities abound in the U.S. school publishing field. This Kalorama Information report examines recent strategic acquisitions; the impact of access to public-investor funds; technological advances; and more. Market projections through 2003 are provided, including an assessment of funding levels. In addition to assessing the size and shape of the market’s consumer and producer elements, the report offers detailed views of the school market’s largest purchasers, competitive analyses of the industry’s mid-market players, and much individual sections are available.

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