
Description:

The once-dire school funding environment has started to turn brighter, and as a result, new opportunities for publishers and other providers of instruction materials have opened. Publishing for the PreK-12 Market 2014-2015, Simba Information's authoritative study on the U.S. education landscape, examines where schools are putting their resources, how technology is addressing school needs and how publishers and other resource providers are adjusting business models, sales and marketing to address these opportunities.

Publishing for the PreK-12 Market 2014-2015 is the leading resource for expert analysis of the highly competitive PreK-12 school market. A changing market for instructional materials, tools and resources and an industry transitioning from traditional print books to smart digital resources make this report a critical resource for understanding the dynamics affecting the most sought-after types of instructional resources and how providers are meeting that demand.

Topics in Publishing for the PreK-12 Market 2014-2015 include:

Market size by media segment: textbooks, courseware, supplemental materials, tests, manipulatives, video, trade books and magazines

Drivers of segment growth
Impact of emerging technologies
Exclusive textbook/ instructional materials adoption information
Leading publishers/providers by market segment
Analysis of landscape metrics: funding, policy and enrollment
Trends in acquisitions, mergers and partnerships
Competitive analysis of leading publishers/providers
Market segment projections through 2017

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Cricket Media
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Goodheart-Willcox
Houghton Mifflin Harcourt
K12 Inc.
McGraw-Hill Education
Pearson
Rosetta Stone, Inc.
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