
Description:

Support it or disagree with it, standardized testing has become core to students' educational experience nationwide. While educators debate the value of standardized testing, professionals involved in developing and marketing tests know that this is a highly competitive and dynamic market. And having authoritative information on the issues and challenges associated with the testing market is critical for success.

Simba Information's PreK-12 Testing Market Forecast 2014-2015 offers decision-makers in all facets of the PreK-12 instructional materials industry insights into the most current business information and market trends affecting the highly competitive testing segment.

In this all-new edition, Simba examines the academic testing market in schools, focusing on the impact of the implementation of the new common assessment and other more rigorous statewide tests to measure proficiency against the Common Core State Standards in English Language Arts and Mathematics. The report addresses progress made toward online delivery of assessment systems and the uncertain future of the consortium tests and applies Simba's branded expertise in the educational publishing industry to the dynamic market for high-stakes state testing and classroom assessment.

PreK-12 Testing Market Forecast 2014-2015 provides an overview of the K-12 academic testing market and its key segments: high-stakes statewide testing and formative assessment at the district, school and classroom levels. It drills down each segment, providing market data and forecasts for both print and online testing.

Also featured is a complete rundown of the leading vendors currently supplying products and services to the U.S. school testing market. PreK-12 Testing Market Forecast 2014-2015 is an essential market and business intelligence tool for publishers and editors, as well as marketing, business development and investment professionals responsible for developing strategies to succeed in the U.S. school testing market.

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