Scholarly & Professional E-Book Publishing 2015-2019

Description: Scholarly & Professional E-Book Publishing 2015-2019

Digital books have been a standard feature of the consumer book market for quite some time – and their popularity has crossed over to the scholarly and professional publishing fields. Electronic books represent a true growth segment of the professional and scholarly market. And it's no surprise – E-books allow publishers to be creative, expanding access as well as changing learning behavior and academic research. For users, the content is accessible 24/7, anywhere, and portable. Books need never go out of print, and new editions can be easily created.

Scholarly & Professional E-Book Publishing 2015-2019 provides an overview and financial outlook for the global scholarly and professional e-book publishing markets based on specific research and analysis of the leading competitors' performance, projected through 2015. The overall market is divided into law, science and technology, medical, social science and humanities and business publishing. Market categories are projected through 2019.

Scholarly & Professional E-Book Publishing 2015-2019 covers the market, key competitors, and trends and forecast. The report offers:
- Simba's exclusive analysis of market size and structure
- Revenue and market share rankings of 10 leading global publishers
- Profiles of the five leading e-book aggregators
- Geographic market sizing for the four major regional markets: North America, Europe, Asia-Pacific and Rest of World
- Simba's exclusive market projections to 2019 by subject area and more.

Whether your focus is law, business, STM or social sciences and humanities, you can trust Scholarly & Professional E-Book Publishing 2015-2019 to provide the inside intelligence you need to evaluate growth potential, understand trends affecting the industry, and size up the competition worldwide.

Some of the trends covered include:
- Key differences between scholarly-professional e-books and trade e-books
- Cooperation among publishers and between publishers and aggregators
- Mobile and tablet usage changing research habits
- The “journalization” of books
- The “long tail” and rebirth of the monograph
- Patron-driven and demand-driven acquisition
- Digital Rights Management, copyright and pricing models.

This is a global market – it doesn't respect country boundaries - and our market figures are global in scope. If you're competing in one or all of these segments, you need the world-wide picture. This report, and the others in the series, is produced to help executives make decisions in this environment.

Scholarly & Professional E-Book Publishing 2015-2019 is an essential tool for publishing executives, M&A advisors, market analysts, and industry consultants who need to understand the business strategies driving the explosion in scholarly-professional e-book publishing.

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