College Course Materials Market Forecast 2015

Description:

Simba Information has earned a reputation as a leading provider of market intelligence on the college market, and its new report, College Course Materials Market Forecast 2015, is the most recent in our collection of analytic reports on the business of providing instructional materials to college students in the U.S.

This newest edition continues the tradition of proving actionable data on:
How the higher education landscape has changed;
How moving to digital is not the only change ahead for course materials;
How distribution models have evolved.

Turn to College Course Materials Market Forecast 2015 for both sizing and context to the market segments for course materials. And, with this edition, Simba has further broken down segmentation of course materials with a more precise look at sizing and forecasts for new course materials and that segment’s components: new print textbooks and multimedia materials (including etextbooks) and used textbooks.

This latest edition continues to provide the context of enrollment, funding and policy changes, as well as competitive insight about traditional and emerging providers of course materials, and specific takeaways for content providers, distributors and industry observers.

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