

EMR's sixteenth annual edition of The Complete K-12 Report analyzes the domestic K-12 school market in all of its facets - textbooks, supplemental materials, computer hardware, software, digital resources, video, online - and in each of its grade levels and major curriculum areas. In addition, specialized "markets within the market", including Professional Development, Response to Intervention (RTI), Early Childhood, Special Education, Title I, and Assessment are thoroughly examined. The bulk of the data presented here comes from original surveys conducted by Education Market Research.

All sixteen chapters are updated, of course, with most of them 100% updated, and one of them brand new to this year's edition.

The Complete K-12 Report: 2014 contains thoroughly updated and expanded market intelligence, based on EMR's own proprietary survey research in these areas:

- K-12 Market Size, Structure and Historical and Projected Growth Rates Through 2016-17
- Market Size for Textbooks, Supplemental Materials, School Supplies, and Hardware/Equipment/Furniture
- Market Size and Growth Rates for Digital Products and Services
- The Reading Market
- The Mathematics Market
- The Science/STEM Market
- The Effects Of Common Core State Standards and Next Generation Assessments
- The Professional Development Market
- The Assessment Market
- The Interactive Whiteboard Market
- Public School Enrollments & Expenditures
- And much more!

Today's school market has evolved and expanded. Thus it is necessary to go beyond the "old stand-by" sources in order to get an accurate picture of today's dynamic K-12 school market, and that is precisely what sets this report does. The powerhouse combination of noted researchers and analysts Dr. Robert M. Resnick, founder of Education Market Research, plus the Simba Information Education Group, makes an all-star team capable of delivering a report with incomparable depth and breadth of intelligence, insight, and analysis.

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