Simba Information's 2015 National Textbook Adoption Scorecard with 2016 Outlook

Description: Simba Information's 2015 National Instructional Materials Adoption Scorecard and 2016 Outlook report consolidates Simba's ongoing research of the K-12 textbook adoption market in 2015 in one report.

This report provides background on the textbook adoption process, examines in detail the sales results of specific state adoptions Simba tracked in 2015 and previews the landscape and trends in instructional materials adoptions in 2016 and beyond.

The 2015 edition can stand alone as the most comprehensive compilation of statewide adoption results. Holistically, the 2015 edition with 2016 outlook is a continuation of the Simba tradition of providing necessary business and market intelligence of the adoption market.

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