World Consumption Report on Public Relations Agencies

Description:

The World Consumption Report on Public Relations Agencies. Consumption/Products/Services by country. 6/10-Digit NAICS Product Codes. 3 Time series: 1997 to Current year and Forecasts Current year to 2020 & 2021-2028. Relative Consumption, Local Consumption, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data. The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for own reports, spreadsheet calculations & modeling. All NAICS Products covered, 2018 pages, 9758 spreadsheets, 9702 database tables, 527 illustrations. Updated monthly. This World Consumption Report on Public Relations Agencies provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Public relations agencies) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analyzed by each 6 to 10-Digit United States Commerce Department Product Codes. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.

Contents:

The World Consumption Report on Public Relations Agencies.

Net consumption of Public Relations Agencies Products & Services in each country.

This database covers NAICS code: 54182. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


PUBLIC RELATIONS AGENCIES: PRODUCTS & MARKETS COVERED:

Public relations agencies

PUBLIC RELATIONS AGENCIES: 59 MARKET RESEARCH CHAPTERS:


SPREADSHEET CHAPTERS:

Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.


NATIONAL DATA - by Country by Year.

1. RELATIVE CONSUMPTION - in US$ (Purchasing Parity Index applied) by Country by each Product (4-10 Digit Product Code) by Year: 1997 to Current year, Medium Term Forecast Current year to 2020, Long Term Forecast 2021-2028.

2. LOCAL CONSUMPTION - in Local Currency (Relative Inflation Index applied)


4. PRODUCT MARKETING COSTS & MARGINS

5. PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

6. IMMEDIATE BUYERS & END USERS / CUSTOMER BASE PROFILE

7. IMMEDIATE BUYERS & END USERS / CONSUMER DEMOGRAPHICS - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

8. HISTORIC INDUSTRY BALANCE SHEET DATA


10. INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.


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