

# Book Publishers Global Market Briefing 2016

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*Book Publishers Global Market Briefing Released By The Business Research Company*

HYDERABAD, TELANGANA, INDIA, July 18, 2016 /EINPresswire.com/ -- Book Publishers Global Market provides strategists, marketers and senior management with the critical information they need to assess the global Book Publishers sector.

The publishing industry produces a variety of publications, including books, magazines, newspapers and directories. The publishing industry produces its material in printed materials or electronic media. The advent of technology has transformed the value chain of the book publishing industry. The E-tailers like Amazon now handle a major part of the logistics services. The growth of self-publishing has cut out many processes traditionally associated with publishers. Technological advancements enabled writers to directly reach out to their prospective customers directly, and also enabled companies to offer an electronic form of a book known as e-book.

**Self-Publishing** - The advent of technology has radically transformed the book publishing industry. The 21st century witnessed the re-emergence of self-publishing. New technology has drastically reduced the costs. The Economist reckons that the only significant cost that a self-publisher incurs is "time". The difference in revenues wherein, you get XX% when you self-publish compared to XX% when you route it through traditional publishers is attracting more authors to experiment with self-publishing. Technology has enabled everyone to become a publisher in his own right. Leveraging social media and other technological platforms has ensured that there is proper marketing for self-publishers.

**Print on Demand** – The Print on Demand (POD) model is characterized by printing the book only after an order is secured. Till then, owing to high publishing costs, the writers prefer to keep their work in digital form. Interquest estimates that about XX% of the total books printed in America are currently printed through POD. Amazon too aims to fully integrate the POD technology. It promises to print a book within XX hours of the order. Self-publishers stand to gain the most due to this technology.

## Description

- Book Publishers Global Market Briefing Report from the Business Research Company covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies for this market.
- The market characteristics section of the report defines and explains the market.
- The market size section gives the book publishers market revenues, covering both the historic growth of the market and forecasting the future.
- Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- Market segmentations break down the key sub sectors which make up the market. The regional breakdowns section gives the size of the market geographically.
- Competitive landscape gives a description of the competitive nature of the market, market shares, and a description of the leading companies. Key financial deals which have shaped the market in the last three years are identified.

- The trends and strategies section highlights the likely future developments in the book publishers market and suggests approaches.

## Reasons to Purchase

- Get up to date information available on the book publishers market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of historic and forecast data and understand the drivers and restraints on the market.
- Develop strategies based on likely future developments.
- Gain a global perspective on the development of the market.

## Scope

Markets Covered: Atlas Publishers, Religious Book Publishers, Academic Publishers, Technical Manual Publishers, Encyclopedia Publishers, Fiction Book Publishers, Autobiography and Biography Publishers

Companies Mentioned: Penguin Random House, Hachette Livre, The Holtzbrinck Publishing Group, HarperCollins Publishers' , Scholastic Corporation, China South Publishing & Media Group Co Ltd, Reed Elsevier (RELX Group), McGraw-Hill Global Education Intermediate Holdings, Wolters Kluwer, CBS Corporation (Simon & Schuster), Phoenix Publishing and Media Company

Geographic scope: Americas, Europe, Asia, Middle East and Africa, Oceania.

Time series: Five years historic and forecast.

Data: Market value in \$ billions.

Data segmentations: Regional breakdowns, market share of competitors, key sub segments.

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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#### Buy Now

- Book Publishers Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$1000 for an individual user. To use across your office the price is \$1500 and \$2000 if you wish to use across a multinational company.
- Clients are able to input on the design of the report and highlight points of special interest.

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