

Plunketts Infotech Industry Almanac 2009

Plunkett's Consulting Industry Almanac 2009 (E-Book) Plunkett's Advertising and Branding Industry Almanac 2009 (E-Book) Plunkett's Entertainment and Media Industry Almanac 2009 (E-Book) Plunkett's Engineering & Research Industry Almanac 2009: Engineering & Research Industry Market Research, Statistics, Trends & Leading Companies Plunkett's Retail Industry Almanac 2009 (E-Book) Plunkett's Sports Industry Almanac 2009 (E-Book) Plunkett's Real Estate and Construction Industry Almanac 2009 (E-Book) Plunkett's Transportation, Supply Chain and Logistics Industry Almanac 2009 (E-Book) Plunkett's Outsourcing and Offshoring Industry Almanac 2009 (E-Book) Plunkett's Energy Industry Almanac 2009 Plunkett's Consulting Industry Almanac 2009: Consulting Industry Market Research, Statistics, Trends & Leading Companies Plunkett's Real Estate & Construction Industry Almanac 2009 Plunkett's Advertising & Branding Industry Almanac 2009: Advertising & Branding Industry Market Research, Statistics, Trends & Leading Companies Plunkett's Food Industry Almanac 2009 (E-Book) Plunkett's Insurance Industry Almanac 2009 (E-Book) Plunkett's Chemicals, Coatings and Plastics Industry Almanac 2009 (E-Book) NACE Journal Plunkett's Nanotechnology and MEMs Industry Almanac 2009 (E-Book) Plunkett's Investment & Securities Industry Almanac Plunkett's Infotech Industry Almanac 2009 (E-Book) Jack W. Plunkett Plunkett Research Ltd Jack W. Plunkett Plunkett's Consulting Industry Almanac 2009 (E-Book) Plunkett's Advertising and Branding Industry Almanac 2009 (E-Book)

this carefully researched book covers exciting trends in consulting in such fields as marketing information technology management logistics supply chain manufacturing health care and more includes complete details on the prestigious management consulting sector plus our analysis of the information technology consulting business this reference tool includes thorough market analysis as well as our highly respected trends analysis you'll find a complete overview industry analysis and market research report in one superb value priced package it contains thousands of contacts for business and industry leaders industry associations internet sites and other resources this book also includes statistical tables an industry glossary and

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vital to businesses of all types the fields of advertising marketing and branding are covered in depth in this important volume from advertising on radio and television to direct mail from online advertising to branding and public relations to paid search inclusion analysis of trends globalization technologies finances and more this carefully researched book covers exciting trends in such areas as advertising agencies marketing consultants online advertising branding strategies global markets and more this reference tool includes thorough market analysis as well as our highly respected trends analysis you ll find a complete overview industry analysis and market research report in one superb value priced package it contains thousands of contacts for business and industry leaders industry associations internet sites and other resources this book also includes statistical tables an industry glossary and thorough indexes the corporate profiles section of the book includes our proprietary in depth profiles of the 350 leading companies in all facets of the advertising branding and marketing industry here you ll find complete profiles of the hot companies that are making news today the largest most successful corporations in the business purchasers of either the book or pdf version can receive a free copy of the company profiles database on cd rom enabling key word search and export of key information addresses phone numbers and executive names with titles for every company profiled

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no other guide covers the complete retail picture like this exciting new volume america's retail industry is in the midst of vast changes superstores and giant discounters are popping up on major corners malls are lagging while power centers are surging ahead savvy firms are combining bricks clicks and catalogs into multi channel retail powerhouses which are the hottest retailers what lies ahead our market research section shows you the trends and a thorough analysis of retail technologies chain stores shopping centers mergers finances and future growth within the industry included are major statistical tables showing everything from monthly u.s. retail sales by sector to mall sales per square foot to the 10 largest

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the sports business is a dynamic and growing industry in the u s europe asia pacific and elsewhere in addition to major sporting leagues and teams related sectors include sporting goods manufacturing sports apparel sporting events broadcasting and retailing sports and professional athletes attract companies interested in endorsements advertising merchandising and marketing opportunities plunkett s sports industry almanac covers such sectors providing competitive intelligence market research and business analysis our coverage includes sports business trends analysis and sports industry statistics we also include a sports business glossary and a listing of sports industry contacts such as industry associations next we profile over 350 leading teams leagues and sports sector companies profiles include business descriptions and up to 27 executives by name and title price includes a cd rom which enables you to search filter view and export selected contact data including executive names for mail merge and contact management you ll find industry analysis an overview and market research report of sports sporting goods sports marketing stadiums teams and leagues business in one value priced package

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outsourcing of all types offshoring of business processing offshore contract manufacturing and globalization in general continue to create massive change in the world of business this revolution creates both opportunities and challenges for

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the energy industry is boiling over with changes this title offers a reference tool to the energy industry that covers various things from major oil companies to independents utilities pipelines coal lng oil field services and refiners it includes over a dozen statistical tables and profiles of the energy 500 firms

market research guide to the prestigious consulting industry a tool for strategic planning employment searches or financial research contains trends statistical tables and industry glossary one page profiles of leading 275 consulting industry firms includes addresses phone numbers executive names

provides detailed analysis and statistics of all facets of the real estate and construction industry including architecture engineering property management finance operations mortgages reits brokerage construction and development includes profiles of nearly 400 firms

market research guide to the advertising and branding industry a tool for strategic planning competitive intelligence employment searches or financial research contains trends statistical tables and an industry glossary includes one page profiles of advertising and branding industry firms which provides data such as addresses phone numbers and executive names

the food industry is among the most competitive and globally linked of all business sectors for example many of america s best known food packagers such as heinz get 30 50 and even higher percentages of their total revenues from outside the u s plunkett s food industry almanac will be your guide to the entire food business from production to distribution to retailing on the supermarket side giant nationwide supermarket chains like albertson s and kroger are battling the ever increasing market share and incredibly low retail prices offered in the immense grocery departments at wal mart supercenters many retailers are learning how to successfully combine bricks and clicks taking grocery orders online and then fulfilling those orders through existing supermarkets moreover food producers distributors and retailers are using the latest in e commerce methods to manage their supply chains and replenish their inventories this exciting new book with database on cd rom covers everything you need to know about the food beverage and tobacco industry including analysis of major trends and markets historical statistics and tables major food producers such as kraft and frito lay retailers of all types from convenience store operators to giant supermarket chains emerging technologies including genetically engineered foods giant distributors such as sysco beverage companies such as coca cola wine liquor and beer producers tobacco candy and gum and much much more you ll find a complete overview industry analysis and market research report in one superb value priced package this book also includes statistical tables a food industry glossary industry contacts and thorough indexes the corporate profile section of the book includes our proprietary in depth profiles of nearly 400 leading companies in all facets of the food and beverage industry purchasers of either the book or pdf version can receive a free copy of the company profiles database on cd rom enabling key word search and export of key information addresses phone numbers and executive names with titles for every company profiled

insurance and risk management make up an immense complex global industry one which is constantly changing competition continues to heat up as mergers and acquisitions create financial services mega firms as the insurance industry grows more

global underwriters see huge potential in china the world's fastest growing business market meanwhile technology is making back office tasks easier and more efficient while direct selling and e commerce are changing the shape of the insurance industry this carefully researched book which includes a database of leading companies on cd rom is a complete insurance market research and business intelligence tool everything you need to know about the business of insurance and risk management the book includes our analysis of insurance and risk management industry trends dozens of statistical tables an industry glossary a database of industry associations and professional organizations and our in depth profiles of more than 300 of the world's leading insurance companies both in the u s and abroad

the chemicals manufacturing industry is a vibrant global business that encompasses many important sectors from commodity chemicals to specialty chemicals to custom manufacturing key products include biochemicals nanochemicals polymers petrochemicals fertilizers plastics coatings ceramics solvents additives dyes and many other products basic to home and business needs in addition the pharmaceuticals industry is often included when discussing chemicals plunkett's chemicals plastics coatings industry almanac covers such sectors providing a market research tool for competitive intelligence strategic planning business analysis and even employment searches our coverage includes business trends analysis and industry statistics the almanac also contains a chemicals plastics and coatings business glossary and a listing of industry contacts such as industry associations and government agencies next we profile hundreds of leading companies our 400 company profiles include complete business descriptions and up to 27 executives by name and title a cd rom accompanies the book version and enables you to search filter view and export selected companies and organizations a handy tool for creating mailing lists

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plunkett's infotech industry almanac presents a complete analysis of the technology business including the convergence of hardware software entertainment and telecommunications this market research tool includes our analysis of the major trends affecting the industry from the rebound of the global pc and server market to consumer and enterprise software to super computers open systems such as linux web services and network equipment in addition we provide major statistical tables covering the industry from computer sector revenues to broadband subscribers to semiconductor industry production no other source provides this book's easy to understand comparisons of growth expenditures technologies imports exports corporations research and other vital subjects the corporate profile section provides in depth one page profiles on each of the top 500 infotech companies we have used our massive databases to provide you with unique objective analysis of the largest and most exciting companies in computer hardware computer software internet services e commerce networking semiconductors memory storage information management and data processing we've been working harder than ever to gather data on all the latest trends in information technology our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies purchasers of the printed book or pdf

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