

Global Public Relations (PR) Tools Market Survey and Trend Research 2018

<https://marketpublishers.com/r/G95EDD87A98EN.html>

Date: May 2018

Pages: 83

Price: US\$ 2,600.00 (Single User License)

ID: G95EDD87A98EN

Abstracts

SUMMARY

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the industry at the end of the report.

Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

Industry Overall:

History

Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (Outbrain, Google, Business Wire, Salesforce, Cision AB, Cision AB, AirPR Software, IrisPR Software, ISentia, Onalytica, Prezly, IPR Software, TrendKite, Agility, Red Wheat etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation

Contents

PART 1 INDUSTRY OVERVIEW

- 1.1 Public Relations (PR) Tools Industry
 - 1.1.1 Definition
 - 1.1.2 Industry Trend
- 1.2 Industry Chain
 - 1.2.1 Upstream
 - 1.2.2 Technology
 - 1.2.3 Cost Structure
 - 1.2.4 Consumer Preference
 - 1.2.2 Downstream

PART 2 INDUSTRY OVERALL

- 2.1 Industry History
- 2.2 Development Prospect
- 2.3 Competition Structure
- 2.4 Relevant Policy
- 2.5 Trade Overview

PART 3 PUBLIC RELATIONS (PR) TOOLS MARKET BY PRODUCT

- 3.1 Products List of Major Companies
- 3.2 Market Size
- 3.3 Market Forecast

PART 4 KEY COMPANIES LIST

- 4.1 Outbrain (Company Overview, Sales Data etc.)
 - 4.1.1 Company Overview
 - 4.1.2 Products and Services
 - 4.1.3 Business Analysis
- 4.2 Google (Company Overview, Sales Data etc.)
 - 4.2.1 Company Overview
 - 4.2.2 Products and Services
 - 4.2.3 Business Analysis
- 4.3 Business Wire (Company Overview, Sales Data etc.)

- 4.3.1 Company Overview
- 4.3.2 Products and Services
- 4.3.3 Business Analysis
- 4.4 Salesforce (Company Overview, Sales Data etc.)
 - 4.4.1 Company Overview
 - 4.4.2 Products and Services
 - 4.4.3 Business Analysis
- 4.5 Cision AB (Company Overview, Sales Data etc.)
 - 4.5.1 Company Overview
 - 4.5.2 Products and Services
 - 4.5.3 Business Analysis
- 4.6 Cision AB (Company Overview, Sales Data etc.)
 - 4.6.1 Company Overview
 - 4.6.2 Products and Services
 - 4.6.3 Business Analysis
- 4.7 AirPR Software (Company Overview, Sales Data etc.)
 - 4.7.1 Company Overview
 - 4.7.2 Products and Services
 - 4.7.3 Business Analysis
- 4.8 IrisPR Software (Company Overview, Sales Data etc.)
 - 4.8.1 Company Overview
 - 4.8.2 Products and Services
 - 4.8.3 Business Analysis
- 4.9 ISentia (Company Overview, Sales Data etc.)
 - 4.9.1 Company Overview
 - 4.9.2 Products and Services
 - 4.9.3 Business Analysis
- 4.10 Analytica (Company Overview, Sales Data etc.)
 - 4.10.1 Company Overview
 - 4.10.2 Products and Services
 - 4.10.3 Business Analysis
- 4.11 Prezly (Company Overview, Sales Data etc.)
- 4.12 IPR Software (Company Overview, Sales Data etc.)
- 4.13 TrendKite (Company Overview, Sales Data etc.)
- 4.14 Agility (Company Overview, Sales Data etc.)
- 4.15 Red Wheat (Company Overview, Sales Data etc.)

PART 5 MARKET COMPETITION

- 5.1 Companies Competition
- 5.2 Industry Competition Structure Analysis
 - 5.2.1 Rivalry
 - 5.2.2 Threat of New Entrants
 - 5.2.3 Substitutes
 - 5.2.4 Bargaining Power of Suppliers
 - 5.2.5 Bargaining Power of Buyers

PART 6 MARKET DEMAND BY SEGMENT

- 6.1 Demand Situation
 - 6.1.1 Industry Application Status
 - 6.1.2 Industry SWOT Analysis
 - 6.1.2.1 Strengths
 - 6.1.2.2 Weaknesses
 - 6.1.2.3 Opportunities
 - 6.1.2.4 Threats
- 6.2 Major Customer Survey
- 6.3 Demand Forecast

PART 7 REGION OPERATION

- 7.1 Regional Market
- 7.2 Production and Sales by Region
 - 7.2.1 Production
 - 7.2.2 Sales
 - 7.2.3 Trade
- 7.3 Regional Forecast

PART 8 MARKET INVESTMENT

- 8.1 Market Features
 - 8.1.1 Product Features
 - 8.1.2 Price Features
 - 8.1.3 Channel Features
 - 8.1.4 Purchasing Features
- 8.2 Investment Opportunity
 - 8.2.1 Regional Investment Opportunity
 - 8.2.2 Industry Investment Opportunity

8.3 Investment Calculation

8.3.1 Cost Calculation

8.3.2 Revenue Calculation

8.3.3 Economic Performance Evaluation

PART 9 CONCLUSION

List Of Tables

LIST OF TABLES

Table Global Public Relations (PR) Tools Market 2012-2017, by Type, in USD Million

Table Global Public Relations (PR) Tools Market 2012-2017, by Type, in Volume

Table Global Public Relations (PR) Tools Market Forecast 2018-2023, by Type, in USD Million

Table Global Public Relations (PR) Tools Market Forecast 2018-2023, by Type, in Volume

Table Outbrain Overview List

Table Public Relations (PR) Tools Business Operation of Outbrain (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Google Overview List

Table Public Relations (PR) Tools Business Operation of Google (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Business Wire Overview List

Table Public Relations (PR) Tools Business Operation of Business Wire (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Salesforce Overview List

Table Public Relations (PR) Tools Business Operation of Salesforce (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Cision AB Overview List

Table Public Relations (PR) Tools Business Operation of Cision AB (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Cision AB Overview List

Table Public Relations (PR) Tools Business Operation of Cision AB (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table AirPR Software Overview List

Table Public Relations (PR) Tools Business Operation of AirPR Software (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table IrisPR Software Overview List

Table Public Relations (PR) Tools Business Operation of IrisPR Software (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table ISentia Overview List

Table Public Relations (PR) Tools Business Operation of ISentia (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Onalytica Overview List

Table Public Relations (PR) Tools Business Operation of Onalytica (Sales Revenue,

Sales Volume, Price, Cost, Gross Margin)
Table Prezly Overview List
Table Public Relations (PR) Tools Business Operation of Prezly (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
Table IPR Software Overview List
Table Public Relations (PR) Tools Business Operation of IPR Software (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
Table TrendKite Overview List
Table Public Relations (PR) Tools Business Operation of TrendKite (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
Table Agility Overview List
Table Public Relations (PR) Tools Business Operation of Agility (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
Table Red Wheat Overview List
Table Public Relations (PR) Tools Business Operation of Red Wheat (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
Table Global Public Relations (PR) Tools Sales Revenue 2012-2017, by Companies, in USD Million
Table Global Public Relations (PR) Tools Sales Revenue Share, by Companies, in USD Million
Table Global Public Relations (PR) Tools Sales Volume 2012-2017, by Companies, in Volume
Table Global Public Relations (PR) Tools Sales Revenue Share, by Companies in 2017, in Volume
Table Public Relations (PR) Tools Demand 2012-2017, by Application, in USD Million
Table Public Relations (PR) Tools Demand 2012-2017, by Application, in Volume
Table Public Relations (PR) Tools Demand Forecast 2018-2023, by Application, in USD Million
Table Public Relations (PR) Tools Demand Forecast 2018-2023, by Application, in Volume
Table Global Public Relations (PR) Tools Market 2012-2017, by Region, in USD Million
Table Global Public Relations (PR) Tools Market 2012-2017, by Region, in Volume
Table Public Relations (PR) Tools Market Forecast 2018-2023, by Region, in USD Million
Table Public Relations (PR) Tools Market Forecast 2018-2023, by Region, in Volume

List Of Figures

LIST OF FIGURES

Figure Public Relations (PR) Tools Industry Chain Structure

Figure Global Public Relations (PR) Tools Market Growth 2012-2017, by Type, in USD Million

Figure Global Public Relations (PR) Tools Market Growth 2012-2017, by Type, in Volume

Figure Global Public Relations (PR) Tools Sales Revenue Share, by Companies in 2017, in USD Million

Figure Global Public Relations (PR) Tools Sales Volume Share 2012-2017, by Companies, in Volume

Figure Production Development by Region

Figure Sales List by Region

I would like to order

Product name: Global Public Relations (PR) Tools Market Survey and Trend Research 2018

Product link: <https://marketpublishers.com/r/G95EDD87A98EN.html>

Price: US\$ 2,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G95EDD87A98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970