

# China's Top 20 Book Publishing Companies in 2015

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## Abstracts

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### INTRODUCTION

In this report, ASKCI profiles the leading book publishing companies. It analyzes China's book publishing industry in terms of market information (market size, status, etc.) , hotspots (key M&A activity and new policy) , current industry trend and the competitive positioning of top 20 companies in the industry.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's book publishing industry;

To disclose market size of China's book publishing industry;

To understand position of China's book publishing in the world;

predict what future of China's book publishing industry will be;

To analyze major r book publishing companies in China;

To find out the key strengths and weakness of China's book publishing companies, and the threats and opportunities they face;

To reveal opportunities in Chinese book publishing industry.

#### 2) Benefit from the report

Obtain latest info of book publishing industry, such as market size, status in the world, hotspots and so on;

Evaluate the financial performance and growth strategies of top 20 book publishing companies in China's book publishing industry;

Identify key trends and opportunities in China's book publishing industry;

Understand what are the drivers and barriers of China's book publishing companies.

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