

PR Firms: Market Research Report

<https://marketpublishers.com/r/P42AF56C59EEN.html>

Date: October 2009

Pages: 74

Price: US\$ 950.00 (Single User License)

ID: P42AF56C59EEN

Abstracts

The global outlook series on PR Firms provides a collection of market briefs, concise summaries and statistical anecdotes of research findings.

The report offers a rudimentary overview of the industry with an on-the-fly focus on high-tech PR firms, and details trends such as, increased audience fragmentation and success of blogs and other online/social media applications as PR tools.

The report carries 14-fact rich data tables highlighting key statistical information such as percentage share break-up of revenue by region and service area and percentage breakdown of business sources for PR firms, among others.

The report studies the impact of the ongoing recession on PR firms and discusses the industry prospects for the year 2009.

The reader stands to gain macro-level insights into recent mergers, acquisitions and other noteworthy strategic corporate developments.

Also included is an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 336 companies worldwide.

Contents

1. INDUSTRY OVERVIEW

A Kaleidoscopic View of the PR Industry
Origins of Public Relations As an Industry
Choosing a Public Relations Agency
Operating Techniques of PR Firms
PR Viewed as Image Building Tool
How Public Relations Encourage Sales?
Global Market Analysis:

Table 1. Worldwide Public Relations Agency Services Market by Geographic Region – US, Europe, Asia-Pacific, and Rest of World Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2005 and 2006

Market Scenario
PR Industry Registers Record Revenues in 2007
A Global Market Primer

Table 2. Percentage Breakdown of Business Sources for PR Firms In 2008

Impact of the Recession: A Review
Industry Prospects for 2009
Statistical Findings

Table 3. Global Public Relations Industry: Breakdown of Revenue Growth by Country for the years 2008 and 2009F

Table 4. Global Public Relations Industry (2007): Percentage Breakdown of Revenues by Service Area

Table 5. Global Public Relations Industry (2007): Percentage Breakdown of Fee Income of Independent PR Firms by Region

Table 6. Global Public Relations Industry (2007): Percentage Breakdown of Revenues

of Independent PR Firms by Practice Area

Major Barriers to Growth for Independent PR Firms, by Geographic Region

Client Industry Sectors with Good Growth Prospects: Country-wise Breakdown for 2009

Country-wise Breakdown of Public Relations Practices with Good Growth Prospects in 2009

High Tech PR Firms

History & Development of High Tech PR Firms

The Internet Era Creates Peak Demand for High-Tech PR Firms

High Tech PR Firms: Worst Hit by the 2001 Recession

Revival of the High Tech PR Industry

Hitech Start-Ups Create New Business for PR Firms

Blogs Create Additional Opportunities for High Tech PR Firms

Competitive Landscape

Table 7. Top-three PR Firms in the Global Market (2006): Percentage Breakdown of PR Revenues by Geographic Region

Table 8. Leading Public Relation Firms in the Global Market (2006): Breakdown by Average Global Fees (in US\$ Millions)

Table 9. Global Public Relation Firms Market (2000): Breakdown of Leading Players by Worldwide Revenues (in US\$ Millions)

2. MARKET TRENDS & ISSUES

Increased Audience Fragmentation

Blogs – A Coveted Communication Platform for PR Firms

Online & Social Media Tools are Here to Stay

Trends in Public Relations Market

Issues

Governmental Restrictions May Hinder Growth Prospects

Vulnerability to Risks From Operating in Developing Nations

Challenges Surrounding the PR Industry

3. MERGERS AND ACQUISITIONS

4. STRATEGIC CORPORATE DEVELOPMENTS

A REGIONAL PERSPECTIVE

1. THE UNITED STATES

PR Industry: Role and Structure
Industry Overview

Table 10. US Public Relations Industry (2007): Percentage Breakdown of Public Relations Spending by Sector

Optimism Prevails in the US PR Industry in the Face of Economic Recession
Demand Drivers
Hispanic Population – A Window of Opportunity
Various Forms of Medium
Leading Client Industry Sectors

Table 11. US PR Industry (2007-2008): Breakdown of Leading Client Industry Sectors by Revenue Growth

Competitive Scenario
A Historic Retrospective:

Table 12. Leading Independently Owned PR Firms in US (2002): Breakdown by Fee Income (In \$ Million)

2. JAPAN

Market Overview
Growth Strategies

3. EUROPE

3A.IRELAND

3B.ITALY

3C.RUSSIA

PR Industry in Russia

PR Industry Registers Buoyant Growth in 2008

Table 13. Russian Public Relations Industry: Annual Revenues in US\$ Million for Years 2007 through 2009

Table 14. Russian Public Relation Services Market: Annual Revenues in US\$ Million for Years 2007 through 2009

3D.THE UNITED KINGDOM

Industry Overview

4. ASIA-PACIFIC

Rise of Multinational Brands Fuel PR Demand in Asia
Market Diversity Poses Challenge for PR Firms in Asia

4A.CHINA

Public Relations Industry in China

PR Industry Gains Reputation in China: A Historic Perspective

4B.INDIA

The Development of PR Industry in India

Traditional Media

The Present Scenario

The Advent of Modern PR Practices

GLOBAL DIRECTORY

I would like to order

Product name: PR Firms: Market Research Report

Product link: <https://marketpublishers.com/r/P42AF56C59EEN.html>

Price: US\$ 950.00 (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/P42AF56C59EEN.html>