

# Global Tax, Accounting and Business Publishing 2013-2014

<https://marketpublishers.com/r/GCEC98B995BEN.html>

Date: July 2013

Pages: 70

Price: US\$ 2,500.00 (Single User License)

ID: GCEC98B995BEN

## Abstracts

With competition at an all-time high in the professional publishing industry worldwide, informed market intelligence on how publishers can capitalize on the most lucrative opportunities and conquer the most formidable challenges is more critical than ever before.

Global Tax, Accounting and Business Publishing 2013-2014 provides a comprehensive, analytical look at the overall landscape of the \$7 billion global markets for tax, accounting and business information.

This report helps publishers position themselves for growth by tracking and evaluating key trends, such as:

- Market size by medium: books, journals, newsletters/looseleafs/directories, online services/A&I and other

- Market size by geographic region: North America, Europe, Asia-Pacific and ROW

- Segment growth drivers

- Key mergers and acquisitions activity

- Market share, growth and business strategies of leading publishers

- Publishing activity and geographic forecast 2013-2016.

The report offers a breakdown of industry revenue by major publishing activities and can be used to evaluate growth potential, understand trends affecting the industry, size the competition, review potential partner or acquisition profiles, examine revenue rankings and forecasts, benchmark performance, and plan short- and long-term growth strategies.

Some of the publishing trends outlined in the report include:

The number of accounting professional on the rise

Rise of the tablet as the device of choice for professionals

Social media as a business information platform

Growing importance of emerging markets

Simba's Professional Publishing market figures are global in scope. It's a global market. If you're competing in one or all of these segments, the competition does not conform to lines on a map. This report, and the others in the series, is produced to help executives make decisions in this environment.

Simba has a knowledge base from almost 20 years worth of perspective on these markets. This is not a static industry. It's one that's affected by rapid changes in technology, the economy, mergers, partnerships and public policy and library budgets. Simba's experienced analysts and daily on the ball coverage is the bedrock for these reports.

## Contents

### METHODOLOGY

### EXECUTIVE SUMMARY

### CHAPTER 1: MARKET OVERVIEW

Introduction

Market Size and Growth

Online Services/ A&I

Books

Newsletters/Looseleafs/Directories

Journals

Other

Tax, Accounting & Business Publishing by Geography

North America

Europe

Asia-Pacific

Rest of World

Table 1.1: Global Business Publishing Market Share by Media, 2010-2012

Table 1.2: Global Business Publishing Market Share by Media, 2012

Table 1.3: Global Business Publishing Market by Region, 2010-2012

Table 1.4: Global Business Publishing, Regional Market Share, 2012

Table 1.5: Business Publishing in Asia-Pacific by Company, 2012

### CHAPTER 2: GLOBAL COMPETITORS

Introduction

Key Competitors

Mergers & Acquisitions (M&A)

AICPA

Bloomberg BNA

Business & Legal Resources

Groupe Revue Fiduciaire

Informa

Harvard Business Publishing

John Wiley & Sons

J. J. Keller & Associates

McGraw-Hill Education

Pearson

Reed Elsevier

Springer Science+Business Media

Thompson Media Group

Thomson Reuters

Wolters Kluwer

Table 2.1: Leading Global Business Publishers, Ranked by 2012 Business Publishing Revenue

Table 2.2: Key Business Publishing M&A Activity, January 2012-April 2013

## **CHAPTER 3: MARKET TRENDS & FORECAST**

Introduction

Number of Accounting Professionals in U.S. on the Rise

Advertising Revenue Continues Its Decline

Divestitures of Non-Core Publishing Assets

The Evolution of Digital Business Publishing

Dividing the Online Segment

Rise of the Tablet as the Device of Choice for Professionals

Serving Content to Mobile Media

Books as Apps

Social Media as a Business Information Platform

Tax, Accounting & Business Publishing Market Forecast

Media Channel Forecast

Regional Forecast

Table 3.1: Accountant & Auditors Employed in the U.S., 2007-2012

Table 3.2: Global Business Publishing Market Forecast, 2013-2016

Table 3.3: Global Business Publishing Market Forecast by Region, 2013-2016

## I would like to order

Product name: Global Tax, Accounting and Business Publishing 2013-2014

Product link: <https://marketpublishers.com/r/GCEC98B995BEN.html>

Price: US\$ 2,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GCEC98B995BEN.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