

# Global Professional Publishing 2010-2011

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## Abstracts

With competition at an all-time high in the legal, business, scientific/technical and medical publishing industries 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 Professional Publishing 2010-2011** provides a comprehensive, analytical look at the overall landscape of the \$28 billion global markets for legal, business, sci/tech and medical information.

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

Market size by subject: legal, business, STM;

Market size by medium: books, journals, newsletters, directories, online services/A&I;

Segment growth drivers;

Individual publisher strategies for growth online and in foreign markets;

The effect of the open access movement on the professional publishing industry;

Key mergers & acquisitions activity;

Market share growth and business strategies of leading publishers.

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 three-year forecasts, benchmark performance, and plan short- and long-term growth strategies.

**Global Professional Publishing 2010-2011** is an essential tool for publishing executives, M&A advisors, market analysts, and industry consultants who need to understand the business strategies driving the professional publishing industry.

Global Professional Publishing breaks professional publishing down into core publishing activities—Books, Journals, Newsletters and Looseleafs, Databases and Directories, Online Services and Abstracting & Indexing—in the individual segments of Medical, Scientific, Legal and Business. It includes discussion of the leading publishers that compete in these markets. Then it reconstructs the big picture with eye towards key trends and forecasts.

Some of the professional publishing trends outlined in the report:

Transition from print to electronic publishing has raised customers' expectations. Professional publishers of all sizes and market specialties are realizing they must add value to content. This has given rise to publishers delving more into software development, search and indexing technology, and providing solutions that integrate content directly into customers' workflow.

Impact of open access movement yields measured experimentation with new business models. Open access has not yet been mandated by government funders here or abroad, but some private funding institutes have done so. So, some publishers have already begun to offer author pays models that make the articles available for a fee. Others have taken a wait-and-see approach. Congress is considering making public access to taxpayer funded research mandatory. As more research published in STM journals is linked to funders that require open access, more experimentation with different pay models with follow.

Professional Publishers search for the right approach to protecting copyright; Publishers want to maintain control they had in a print-only world, but don't want to take enforcement to the level that colors them in the "bad guy" light that the recording industry is now viewed.

The report includes market sizing, trends, mergers and acquisitions, and revenue forecasts through 2013.

Simba's professional publishing market figures are now 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. Simba also publishes newsletters which give us some perspective. Simba is covering this market everyday for its **Professional Content Report** newsletter. That daily on the ball coverage is the bedrock for this report.

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Thomson Reuters

Informa

McGraw-Hill

UCG

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APA

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Institution of Engineering Technology

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