

supermarket chains like Albertson's and Kroger are battling the ever-increasing market share and incredibly low retail prices offered in the immense grocery departments at Wal-Mart Supercenters. Many retailers are learning how to successfully combine bricks-and-clicks, taking grocery orders online and then fulfilling those orders through existing supermarkets. Moreover, food producers, distributors and retailers are using the latest in e-commerce methods to manage their supply chains and replenish their inventories. This exciting new book (with database on CD-ROM) covers everything you need to know about the food, beverage and tobacco industry, including: Analysis of major trends and markets; Historical statistics and tables; Major food producers such as Kraft and Frito Lay; Retailers of all types, from convenience store operators to giant supermarket chains; Emerging technologies including genetically-engineered foods; Giant distributors such as Sysco; Beverage companies such as Coca-Cola; Wine, liquor and beer producers; Tobacco, candy and gum ; and much, much more. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. This book also includes statistical tables, a food industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of nearly 400 leading companies in all facets of the food and beverage industry. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

E-Book Plunkett's Advertising & Branding Industry Almanac 2023

Guide to the Technologies And Companies Changing the Way the World Thinks, Works And Shares Information

The Only Comprehensive Guide to InfoTech Companies And Trends

Plunkett's Insurance Industry Almanac 2008

Plunkett's Food Industry Almanac 2007

Your Complete Guide to All Facets of the Business of Advertising, Marketing and Branding

Plunkett's Almanac of Middle Market Companies 2008 is designed to be time-saving business development tool for professionals, marketers, sales directors, consultants and strategists seeking to understand and reach middle market American companies. It will also be of great use to placement, recruiting and human resources professionals, as well as professionals working in economic development, lending and media. It covers competitive intelligence, market research and business analysis--everything you need to identify and develop strategies for middle market corporations. Coverage includes all major business sectors, from InfoTech to health care to telecommunications and much more. (We have intentionally omitted retail companies and banks.) These profiles and details on over 500 middle market firms are pulled from our extensive company and industry databases. We also include a business glossary and a listing of business contacts, such as industry associations and government agencies. Next, we profile hundreds of leading middle market companies. Our company profiles include complete business descriptions and up to 27 executives by name and title. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

A collection of Jack Plunkett's consumers, retail and media almanacs.

The travel industry has been through exceptional upheaval and change. Plunkett's Airline, Hotel & Travel Industry Almanac will be your complete guide to this fascinating industry. After reeling from the effects of the September 11, 2001 tragedies, the travel business is now emerging as a more streamlined, efficient and focused industry. Many of the biggest, most successful firms are becoming extremely global in nature. Meanwhile, most airlines are struggling to return to profitability, while low-cost providers Southwest Airlines and JetBlue continue to set the standard for air travel. Deregulation is opening up huge travel markets in India and China. On the hotel side, massive management firms, development companies and real estate investment trusts are gaining in scale and influence. The booking of travel online is perhaps the most successful niche of all of the world's e-commerce efforts. Consumers use the Internet to become better informed and to seek bargains. Online sites like Travelocity, Priceline and Orbitz steer millions of consumers toward specific airlines and hotels in a manner that lowers prices and improves satisfaction among consumers. The exciting new reference book (which includes a fully-featured database on CD-ROM) will give you access to the complete scope of the travel industry, including: Analysis of major trends; Market research; Statistics and historical tables; Airlines; Hotel operators; Entertainment destinations such as resorts and theme parks; Tour operators; The largest travel agencies; E-commerce firms; Cruise lines; Casino hotels; Car rental; and much, much more. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, a travel industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of over 300 leading companies in all facets of the travel industry. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

The electronic age is bringing sweeping changes to entertainment and media of all kinds, including publishing, broadcasting and film. Multimedia, the Internet and other digital media outlets for entertainment and information are being refined at a rapid rate. Media giants are merging and making big acquisitions. This book covers these exciting developments and provides profiles on hundreds of leading firms in film, radio, television, cable, new media, and publishing of all types including books, magazines and newspapers. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. You'll get in-depth profiles of nearly 400 of the world's top Entertainment & Media firms: our own unique list of companies that are the leaders in this field. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in all facets of the Entertainment and Media Business, from broadcasters to film production companies, casino operators to theme park companies, publishers of books and magazines to video game designers, and much more. Our corporate profiles include executive contacts, growth plans, financial records, address, phone, fax and much more. This innovative book offers unique information, all indexed and cross-indexed more for each firm! Our industry analysis section provides an exceptional discussion of business and market trends. The book includes statistical tables covering revenues for several industry sectors. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key data.

The Only Comprehensive Guide to Apparel Companies and Trends

Plunkett's Energy Industry Almanac, 2006

The Only Comprehensive Guide to the Energy & Utilities Industry

Advertising and Branding Industry Market Research, Statistics, Trends and Leading Companies

Plunkett's Advertising and Branding Industry Almanac 2021

Plunkett's Engineering & Research Industry Almanac 2007

The sports business is a dynamic and growing industry in the U.S., Europe, Asia Pacific and elsewhere. In addition to major sporting leagues and teams, related sectors include sporting goods manufacturing, sports apparel, sporting events broadcasting and retailing. Sports and professional athletes attract companies interested in endorsements, advertising, merchandising and marketing opportunities. Plunkett's Sports Industry Almanac 2008 covers such sectors, providing competitive intelligence, market research and business analysis. Our coverage includes sports business trends analysis and sports industry statistics. We also include a sports business glossary and a listing of sports industry contacts, such as industry associations. Next, we profile over 350 leading teams, leagues and sports sector companies. Profiles include business descriptions and up to 27 executives by name and title. Price includes a CD-ROM, which enables you to search, filter, view and export selected contact data, including executive names for mail merge and contact management. You'll find industry analysis, an overview and market research report of sports, sporting goods, sports marketing, stadiums, teams, and leagues business in one value-priced package.

Vital to businesses of all types, advertising, marketing and branding are covered in-depth in this important volume, from mass media to direct mail, from online advertising to branding and public relations. Analysis of trends, globalization, technologies, finances.

Profiles of the 350 leading companies.

The energy industry is boiling over with changes. Deregulation, new opportunities in foreign fields and markets and environmental challenges are rushing together head-on to shape the energy and utilities business of the future. Extremely deep offshore wells in the Gulf of Mexico and offshore of West Africa are being drilled at immense cost. Meanwhile China has become a major energy importer and Russia has become a major exporter. In the U.S., Europe and Japan, renewable and alternative energy sources are developing quickly, including big breakthroughs in wind power and fuel cells. This exciting new reference book covers everything from major oil companies to electric and gas utilities, plus pipelines, refiners, retailers, oil field services and engineering. Petroleum topics include upstream and downstream. Additional topics include coal, natural gas and LNG. More than a dozen statistical tables cover everything from energy consumption, production and reserves to imports, exports and prices. Next, our unique profiles of the Energy 500 Firms are also included, with such vital details as executive contacts by title, revenues, profits, types of business, web sites, competitive advantage, growth plans and more. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

No other guide covers the complete retail picture like this exciting new volume. America's retail industry is in the midst of vast changes - superstores and giant discounters are popping up on major corners. Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends and a thorough analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section covering over 475 firms gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

Plunkett's Energy Industry Almanac 2008

The Only Comprehensive Guide to Advertising Companies and Trends

The Only Complete Reference To The Insurance And Risk Management Industry

Plunkett's Sports Industry Almanac 2007

Telecommunications Industry Market Research, Statistics, Trends & Leading Companies

Airline, Hotel & Travel Industry Market Research, Statistics, Trends & Leading Companies

PLUNKETT'S ADVERTISING & BRANDING INDUSTRY ALMANAC 2014 "Key Findings: " OCoPlunkett Research lists top 400 companies in Advertising & Branding and names top trends changing the industry for the mid term. "Key Features: " OCoIndustry trends analysis, market data and competitive intelligence OCoMarket forecasts and Industry Statistics OCoIndustry Associations and Professional Societies List OCoIn-Depth Profiles of hundreds of leading companies OCoIndustry Glossary OCoBuyer may register for free access to search and export data at Plunkett Research Online OCoLink to our 5-minute video overview of this industry Pages: 525 Statistical Tables Provided: 10 Companies Profiled: 380 Geographic Focus: Global A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments. OCoHow is the industry evolving? OCoHow is the industry being shaped by new technologies?br> OCoHow is demand growing in emerging markets and mature economies?br> OCoWhat is the size of the market now and in the future?br> OCoWhat are the financial results of the leading companies?br> OCoWhat are the names and titles of top executives?br> OCoWhat are the top companies and what are their revenues?br> "Contents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Advertising & Branding Industry" 1)Introduction to the Advertising and Branding Industry 2)Agencies Face Both Evolving Client Needs and Vast Changes in Media 3)Global Media Giants Acquire both Content and Distribution 4)Online Advertising Becomes More Targeted, Takes 25% Share of U.S. Advertising Market 5)Groupoun and Other Coupon Firms Compete Aggressively for ConsumersOCO Attention 6)Google Dominates Online Video Advertising 7)Global Broadband Market Nears 3 Billion Subscribers, Fixed and Wireless 8)Television Ads Evolve to Face New Challenges 9)DVR Market Evolves/Time-Shifting Hurts Advertisers 10)Embedded Advertising/Product Placement/Branded Entertainment and Marketing Soar 11)Consumer Research Evolves to Direct Contact with Individuals/Ads Become Consumer-Generated 12)User Generated Content Drives Social Media and Generates Ad Revenues 13)Newspapers and Magazines See Excellent Growth in Digital Editions and Apps 14)Billboards Go Digital 15)Location-Based Advertising and Mobile Advertising on Cellphones Grow Quickly 16)Private Label Brands Grow in Share of Total Store Sales 17)LOHAS- Socially Conscious Consumers Create Challenges and Opportunities for Advertisers and Marketers 18)Hispanic Market Attracts Growing Advertising and Marketing Focus 19)Ad Market in China Booms 20)Growth in Big Data Supported by Expansion of Cloud Computing "Advertising & Branding Industry Statistics" 1)Advertising & Branding Industry Overview 2)Estimated U.S. Advertising Sector Revenues by NAICS Code: 2007-2013 3)Advertising Agencies, Public Relations Agencies & Direct Mail Advertising: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 4)Employment in Advertising & Related Industries, U.S.: 1990-2014 5)Internet Publishing & Broadcasting & Web Search Portals: Estimated Revenue & Expenses, U.S.: 2008-2013 6)Newspaper Publishers: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 7)Periodical Publishers: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 8)Radio Networks & Radio Stations: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 9)Television Broadcasting: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 10)Cable & Other Subscription Programming: Estimated Sources of Revenue & Expenses, U.S.: 2008-2013 "

Vital to businesses of all types, the fields of advertising, marketing and branding are covered in-depth in this important volume, from advertising on radio and television to direct mail, from online advertising to branding and public relations to paid search inclusion. Analysis of trends, globalization, technologies, finances and more. This carefully-researched book covers exciting trends in such areas as advertising agencies, marketing consultants, online advertising, branding strategies, global markets and more. This reference tool includes thorough market analysis as well as our highly respected trends analysis. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources.This book also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of nearly 400 leading companies in all facets of the real estate, construction, design and mortgages industry. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

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Provides information on the truck and specialty vehicles business, including: automotive industry trends and market research; mergers, acquisitions, globalization; automobile manufacturers; truck makers; makers of specialty vehicles such as RVs; automobile loans, insurance and other financial services; dealerships; and, components manufacturers.

This carefully-researched book covers exciting trends in residential construction, commercial construction, real estate brokerage, property management, investment, finance, hotels, shopping centers, office buildings, mortgages, development, architecture, REITs and more. This reference tool includes thorough market analysis as well as our highly respected trends analysis. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources.This book also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of nearly 400 leading companies in all facets of the real estate, construction, design and mortgages industry. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

Plunkett's Retail Industry Almanac 2008

Plunkett's Apparel & Textiles Industry Almanac 2006

Food Industries Market Research, Statistics, Trends & Leading Companies

Plunkett's Advertising & Branding Industry Almanac 2016

Plunkett's Sports Industry Almanac 2008

Plunkett's Advertising & Branding Industry Almanac 2022