

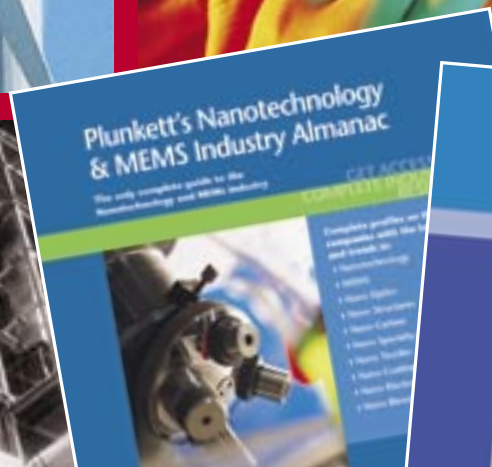
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When you need accurate, timely, innovative information

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- ▶ 29 Printed Almanacs with CD-ROM Database
- ▶ Instant Online Access

Market research, analysis, trends, statistics & companies in 29 industry sectors



- ▶ Doing market research?
- ▶ Working a case study?
- ▶ Looking for business prospects?
- ▶ Writing a business plan?
- ▶ Looking for a job?
- ▶ Training employees?
- ▶ Supporting a sales department?
- ▶ Planning a business strategy?

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A note from Jack W. Plunkett

I am happy to report that we have a rapidly growing international audience. In particular, we are welcoming the iGroup companies as our distributors in 20 Asia/Pacific nations. With offices in locales such as Bangkok, Hong Kong, Seoul, Taipei and New Delhi, iGroup will give our Asia/Pacific customers a more convenient connection to Plunkett products.

Also, for 2009, I know both our print and online customers will be excited about our enhanced focus on the most important international trends and companies, as well as our expanded research on a larger number of privately-held firms. Our books and online service give you better data than ever before at the best value possible. We are typically the most cost-effective way for you to go directly to the industry-specific data that you need. In fact, our pledge to you is:

- Better Data
- Better User Interface
- Better Tools
- Better Prices

As 2008 winds to an end, the world is experiencing economic shifts and a significant slowdown in a wide variety of sectors. Today, it is more important than ever to have access to our industry trends analysis to help you understand markets and prospective customers, as well as the direction an industry is headed.

Next, the environment for investors and job seekers has also become more challenging. Plunkett data is widely recognized as a tremendous aid to people attempting to find the best business opportunities, employment prospects and investment ideas.

Whether you are involved in academia, business startups, research & development, consulting, finance or marketing, or the exploration of new investment or job opportunities, you're going to be impressed with the quality and depth of the data we provide, as well the export tools that allow you to customize data for your specific needs on the fly.

Bottom line – our philosophy is that data should be presented in one comprehensive tool that gives the reader the best total picture of an industry. That data must be user-friendly: easy-to-access, easy-to-understand and easy-to-use. It must be affordable and represent extremely high value for you, the customer.

Best regards, and best wishes for a prosperous and productive 2009

Jack W. Plunkett
CEO & Publisher

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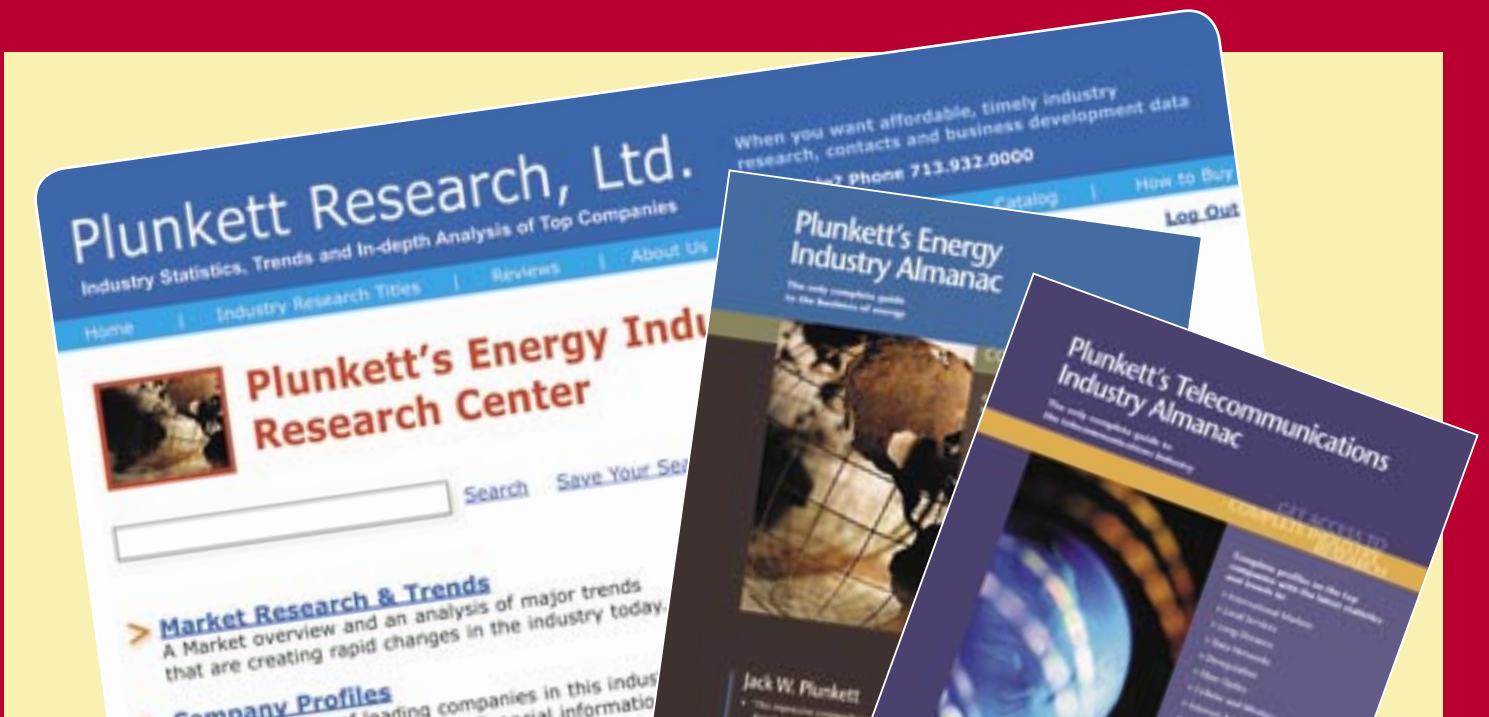
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Contents

INDUSTRY SECTORS/TITLES	PAGE
Plunkett Research Online	
Online access to all of our data by annual subscriptions	2
Advertising, Branding & Marketing	
Plunkett's Advertising & Branding Industry Almanac	4
Airlines, Hotels & Travel	
Plunkett's Airline, Hotel & Travel Industry Almanac	5
Apparel & Textiles	
Plunkett's Apparel & Textiles Industry Almanac	6
Automobiles	
Plunkett's Automobile Industry Almanac	7
Chemicals, Coatings & Plastics	
Plunkett's Chemicals, Coatings & Plastics Industry Almanac	8
Computers & Internet	
Plunkett's E-Commerce & Internet Business Almanac	9
Plunkett's InfoTech Industry Almanac	10
Consulting, Outsourcing & Offshoring	
Plunkett's Consulting Industry Almanac	11
Plunkett's Outsourcing & Offshoring Industry Almanac	12
Energy	
Plunkett's Energy Industry Almanac	13
Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac	14
Engineering & Research	
Plunkett's Engineering & Research Industry Almanac	15
Plunkett's Nanotechnology & MEMS Industry Almanac	16
Entertainment & Media	
Plunkett's Entertainment & Media Industry Almanac	17
Financial Services, Banking, Insurance, Investments & Mortgages	
Plunkett's Banking, Mortgages & Credit Industry Almanac	18
Plunkett's Insurance Industry Almanac	19
Plunkett's Investment & Securities Industry Almanac	20
Food & Beverages	
Plunkett's Food Industry Almanac	21
Health Care & Biotech	
Plunkett's Biotech & Genetics Industry Almanac	22
Plunkett's Health Care Industry Almanac	23
Job Seekers & Careers	
The Almanac of American Employers	24
Plunkett's Companion to The Almanac of American Employers	24
Middle Market	
Plunkett's Almanac of Middle Market Companies	25
Real Estate & Construction	
Plunkett's Real Estate & Construction Industry Almanac	26
Retail	
Plunkett's Retail Industry Almanac	27
Sports	
Plunkett's Sports Industry Almanac	28
Telecommunications & Wireless	
Plunkett's Telecommunications Industry Almanac	29
Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac	30
Transportation, Supply Chain & Logistics	
Plunkett's Transportation, Supply Chain & Logistics Industry Almanac	31

Subscribe to Plunkett Research Online

The screenshot shows the Plunkett Research, Ltd. website. The header includes the company name, tagline "Industry Statistics, Trends and In-depth Analysis of Top Companies", and contact information: "When you want affordable, timely industry research, contacts and business development data. Need Help? Phone 713.932.0000". A navigation menu lists: Home, Industry Research Titles, Reviews, About Us, Contact & Support, Catalog, and How to Buy. A "Log Out" link is visible in the top right. The main content area is titled "Plunkett's Energy Industry Research Center" and features a search bar with "Search", "Save Your Searches", and "Historic Data" buttons. Below the search bar are eight categorized links with brief descriptions:

- Market Research & Trends**: A Market overview and an analysis of major trends that are creating rapid changes in the industry today.
- Company Profiles**: In-depth profiles of leading companies in this industry. Includes business descriptions, financial information, growth plans and executive names.
- Export Company Contacts**: Our company contact information can be exported to Microsoft Excel or text files. Includes company name, address, phone, website and executives with job titles.
- Export Associations/Organizations**: Our Associations/Organizations contact information can be exported to Microsoft Excel or text files. Includes organization name, address, phone, website and description.
- Statistics**: The statistics section contains extensive data on many facets of the industry.
- Associations/Organizations**: Industry associations, government agencies and important industry phone numbers and web sites.
- Glossary**: An industry-specific glossary written in language that is easy-to-understand. This information is ideal to use when preparing for job interviews or sales presentations.
- Plunkett's Build-A-Report™**: Quickly build a custom report based on trends, statistics, company profiles, contacts, and glossaries.

At the bottom of the page, a navigation bar lists: Industry Trends | Statistics | Companies | Export | Associations | Glossary | Plunkett's Build-A-Report™

Your entire organization can have Internet-based access to all of our industry data.

The advertisement features a blue header with the Plunkett Research, Ltd. logo and tagline. Below the header, it reads: "When You Want Affordable, Timely Industry Research, Contacts & Business Development Data". The main image shows a puzzle piece, a stack of papers, and a wind turbine. Below the image, the text reads: "Plunkett's Build-A-Report™", "A Guide to the Health Care Industry", "Exported from Plunkett Research Online via Plunkett's Build-A-Report", and "August 31, 2008".

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The top eight uses for Plunkett Research Online

1. Industry-Specific Analysis, Research and Competitive Intelligence

There is no better resource than Plunkett Research Online for easy-to-use, easy-to-understand analysis of the most important vertical industry sectors, from health care to InfoTech to financial services.

2. Business Plans/Market Research

Concise data for the development of business plans and for market research and industry analysis needs.

3. Sales Prospecting/Business Development

Complete profiles of thousands of companies, fully searchable. You'll be able to compile custom lists and export contact data.

4. Sales Planning and Support

Exactly the information you need for completing sales plans, organizing sales guides and building lists of competitors, subsidiaries and products.

5. Training

Provides the best possible tool for teaching personnel about the industry they will be serving. We specialize in writing our analysis in language that people of all types can understand, even if they don't have current expertise in a given industry.

6. Product Development

Research trends, technologies and "points of pain" that can help you develop breakthrough products and services.

7. Corporate Strategy/Competitive Intelligence

The analysis and searchability provided by Plunkett makes it an ideal tool for competitive intelligence.

8. Recruiting/Placement

Plunkett's industry analysis, contact lists and profiles of leading companies make our data a primary tool at leading recruiting and placement offices. In fact, job seekers of all types, from new college grads to seasoned executives, rely on Plunkett Research data to guide them in their employer and industry research.



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- Individual users can log in and save their searches.
- Searches can be named, and comments about searches can be saved.
- Users will be notified about new data pertinent to their personal research profiles.

Plunkett's Advertising & Branding Industry Almanac 2009

ISBN: 978-1-59392-118-7 | \$299.99 | Includes CD-ROM Database
 Publication Date: April 2009

The advertising business is going through rapid changes due to consolidation and globalization. Meanwhile, more than ever before, advertisers who want to create a seamless global brand need the services of multinational agencies and consultants who can help them in dozens of countries worldwide. The fields of advertising, marketing and branding and public relations are covered in-depth in this important volume, from television advertising to direct mail, from online advertising to branding and image, from agencies to consultants.

Online advertising is booming. Search engines such as Yahoo! and Google are seeing revenues soar thanks to paid search inclusion. Also, more and more of advertising budgets are being directed to online ads. Advertisers of all types have learned that targeted ads online are now highly productive. Newspapers, magazines, radio and television are trying to adapt and evolve to changes in audiences and technology. This new guide includes:

1. Advertising, branding and marketing industry trends and market research
2. Advertising agency consolidation, mergers, acquisitions, globalization
3. Consumer audience trends, and changes in consumer viewing habits
4. Search engine paid placement and marketing trends
5. Online marketing and advertising trends, both B2B and B2C
6. Proliferation of media outlets
7. Audience fragmentation
8. Trends in advertising on television, radio, magazines and newspapers
9. Trends in branding and private-label merchandising
10. Profiles of hundreds of leading companies

You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

This title contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. It also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of hundreds of leading companies in all facets of the industry. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business.

"This new guide broadly covers data and areas of interest ranging from branding strategy and trends to emerging technology...reliable, authoritative resource."
American Reference Books Annual

IndustryNotesm

LOHAS & Advertising to Socially Conscious Consumers

LOHAS, an acronym for Lifestyles of Health and Sustainability, describes consumers whose purchases are influenced by matters such as social responsibility, energy efficiency and environmental impact. They prefer to buy organic or "natural" foods and personal care products; they also often prefer alternative medicines and therapies, in the form of acupuncture, massage and herbal remedies. They seek low-impact housing and transportation. Furthermore, these consumers tend to be strong advocates for renewable energy and reusable materials, and they seek out socially-conscious products and companies. Although this group of people is far from homogeneous, it represents a significant portion of the consumer market and a fertile sector for advertisers.



Plunkett's Airline, Hotel & Travel Industry Almanac 2009

ISBN: 978-1-59392-119-4 | \$299.99 | Includes CD-ROM Database

Publication Date: September 2008

The travel and tourism industry continues to adjust to difficult challenges, including high fuel and energy costs, global economic strains and tight corporate travel budgets. Airlines have cut passenger capacity and started charging numerous fees in a bid to boost revenues per seat and per passenger mile. Cruise lines are building the largest ships yet in a bid for better efficiency and increased profits per passenger.

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 Expedia, Priceline and Orbitz steer millions of consumers toward specific airlines and hotels in a manner that lowers prices and improves satisfaction among consumers.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete travel and tourism market research and business intelligence tool – everything you need, including:

1. Market research, competitive intelligence and business analysis for all travel and tourism business sectors
2. Analysis of hotel and resort operators
3. Cruise industry and cruise ship trends and statistics
4. Airline industry analysis and trends
5. Entertainment destinations and theme parks
6. Tour operators, travel services and travel consolidators
7. The largest travel agencies
8. E-commerce trends in the travel business
9. Casino hotels and gambling destinations
10. Car rental companies
11. Passenger train operators
12. Personal jet, air taxi and business jet trends

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 travel industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of hundreds of leading companies.

"Especially useful for market research, strategic planning and job hunting. Recommended for business reference collections."

American Reference Books Annual

IndustryNotesm

Maglev Trains Go 300 MPH!

Train travel has long been an alternative to flying, but often not a viable one if you need to get somewhere fast. Maglev (magnetic levitation) trains are changing the status quo. After decades of research and testing, maglev trains have entered the realm of popular use, albeit on a limited scale. Thanks to powerful magnetic fields, these trains float 3/8" above their tracks. Unhindered by rail friction, they can zip along at speeds up to 300 miles per hour. In some cases, trains may be the cheapest and fastest way to provide a quick and reliable means of transport between far-reaching locations. In Shanghai, a maglev train serves passengers between the Pudong Airport and the City Center. The 19-mile trip takes only eight minutes. Its top speed is 310 miles per hour.



Plunkett's Apparel & Textiles Industry Almanac 2009

ISBN: 978-1-59392-121-7 | \$299.99 | Includes CD-ROM Database
 Publication Date: April 2009

The apparel and textiles business comprises a wide variety of skills and industry sectors, from fashion designers to contract manufacturers, from basic textiles manufacturing to distributors. In addition, a large number of major retail store chains have a significant influence on the apparel and fashions business.

Rapid changes have taken place in apparel manufacturing in recent years. The vast majority of clothing sold in the most affluent nations, such as the United States and the United Kingdom, is manufactured in foreign lands, China in particular. Contract manufacturing and outsourcing are booming, and import/export trade issues continue to lead to heated debate.

This carefully-researched book includes a database of leading companies on CD-ROM. The book provides a complete apparel and textiles market research, business analysis and competitive intelligence tool – everything you need to know about the business of apparel, textiles, fashions, design, clothing retailing and distribution, as well as manufacturing, technology and logistics, including:

1. Clothing and fashion design and designers
2. Textile manufacturing
3. Clothing manufacturing, including apparel, shoes and accessories
4. Globalization of the apparel and textiles industry, including contract manufacturing in such nations as China, Taiwan, Korea and the Dominican Republic
5. Retail store chains in the fashion and apparel industry, including major department stores, shoe stores, clothing stores and specialty retailers
6. The growing use of private label fashions (store brands) at major retailers
7. Discount retailing of apparel at such chains as Wal-Mart and Kohl's
8. Growth in e-commerce sales of clothing and accessories
9. The growing use of nanotechnology-based textiles (nanotextiles and nanofabrics)
10. Apparel industry technologies
11. Clothing distribution logistics and direct-to-store inventory methods, use of RFID

You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

"The work is clearly organized and accessible, as each chapter begins with a succinct summary of its contents...the Almanac achieves its goal, providing comprehensive industry and company research under one cover...The Plunkett guide deserves high marks."

American Reference Books Annual

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Exercise Apparel Sales Boom

While Americans (as well as residents of many other countries from Mexico to China) have been putting on weight, they have also developed a keen interest in sports apparel and workout gear. This is one of the fastest-growing product categories in the apparel and shoe sector. Over 40 million Americans have some sort of gym membership, and they need appropriate clothing to wear while they workout. Plunkett Research estimates the active sports apparel segment of the U.S. retail clothing market at approximately \$50 billion for 2008. The Sporting Goods Manufacturers Association (SGMA) identified sports apparel and home fitness products as key growth areas.

AUTOMOBILE

Plunkett's Automobile Industry Almanac 2009

ISBN: 978-1-59392-122-4 | \$299.99 | Includes CD-ROM Database
Publication Date: October 2008

The automobile industry has undergone a true sea change.

Consumers made a strong shift to smaller, more fuel-efficient cars and trucks in 2006. By 2008, the shift in consumer demands had made a dramatic change that upset virtually the entire automobile industry. Models such as the hybrid Prius, compact Hondas and Minis are in extremely strong demand. It takes manufacturers a long time and immense investments to change their lineups. However, GM's concentration on the new electric-drive Volt and an increased focus on hybrids at Ford, Honda and Toyota will slowly-but-surely begin to give consumers what they want: quality cars that are fuel-efficient and reasonably priced. Meanwhile, globalization is in evidence throughout the automobile industry, including cross-border engineering teams, offshoring of parts and components manufacturing and car platforms that are shared in models from North America to Europe to Japan.

E-commerce is having profound effects on the car industry. Consumers use the Internet to become better informed before making an automobile purchase. Online sites like Autobytel steer millions of car buyers toward specific dealers while the same sites deliver competing bids for cars, insurance and financing in a manner that lowers costs and improves satisfaction among consumers. Meanwhile, automobile manufacturers are using the latest in e-commerce methods to manage their supply chains and replenish their inventories.

This exciting new book (which includes a database on CD-ROM)

is a complete reference tool for everything you need to know about the car, truck and specialty vehicles business, including:

1. Automotive industry trends and market research
2. Car and truck industry mergers, acquisitions and globalization
3. Automobile manufacturers and distributors
4. Truck manufacturers
5. Manufacturers of specialty vehicles such as RVs, buses and motorcycles
6. Automobile loans, insurance and other financial services
7. Automobile dealerships
8. Automobile components, parts and systems manufacturers
9. Retail auto parts stores
10. How e-commerce is affecting the automobile business
11. Advances in automobile technologies, manufacturing technology, design and telematics
12. Fuel efficiency, hybrid vehicles and fuel cells

"This book/CD-ROM resource examines major issues and trends in the automobile industry and offers detailed tables and charts of statistics, along with profiles of 400 of the world's leading automobile industry firms, from car makers to technology providers..."

**Reference & Research
Book News**

IndustryNotesm

1 Billion Vehicles on the World's Highways Soon

Globally, about 50 million new cars are sold each year. The fastest-growing markets include India, China and Indonesia. There are approximately 250 million vehicles in operation in the United States. Around the world, there are approximately 800 million cars and light trucks on the road. By 2020, that number will reach 1 billion. Currently, those vehicles burn nearly 250 billion gallons of fuel yearly. The fact that very affordable cars, such as the Tata Nano at only \$2,500, are coming to market will accelerate car sales in emerging nations.

Plunkett's Chemicals, Coatings & Plastics Industry Almanac 2009

ISBN: 978-1-59392-125-5 | \$299.99 | Includes CD-ROM Database
 Publication Date: August 2008

The chemicals manufacturing industry is a vibrant, global business that encompasses many important sectors including petrochemicals, fertilizers, plastics, coatings, ceramics, solvents, additives, dyes and many other products basic to home and business needs. In addition, the pharmaceuticals industry is often included when discussing chemicals. Commodity chemicals, specialty chemicals and custom manufacturing are important components of the business. Our new Plunkett's Chemicals, Plastics & Coatings Industry Almanac covers these sectors in detail.

This book features trends analysis, industry statistics and profiles of hundreds of the world's leading chemicals and plastics companies.

We also include a business glossary and a listing of industry contacts, such as industry associations and government agencies. Our company profiles include complete business descriptions and up to 27 executives by name and title. The CD-ROM that is included enables you to search, filter and view selected companies and organizations, and then to export selected company contact data, including executive names.

You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

This exciting new book covers competitive intelligence, market research and business analysis – everything you need to know, including:

1. Analysis of chemicals, plastics and coatings business trends, technologies and markets
2. Chemicals and plastics industry statistics and tables
3. Chemicals and plastics purchasing, sales, sourcing and supply chain
4. Pharmaceuticals and biochemicals industry trends
5. Research and Development (R&D), chemical engineering, innovation
6. An analysis of global chemicals and polymers trends
7. Profiles of major specialty chemical manufacturing companies
8. Profiles of leading petrochemicals companies
9. Profiles of leading manufacturers in fields such as coatings and paints, sealants, dyes, polymers and adhesives
10. Competitive intelligence regarding global chemicals markets
11. Profiles of leading value-added industrial chemicals manufacturers such as Celanese Corporation
12. Trends in biochemicals and agrochemicals, as well as profiles of leading companies in these fields, such as Monsanto



“The Plunkett series of directories are well known for providing company and industry information on clearly defined subject areas.”

American Reference Books Annual

IndustryNotesm

Bio-Plastics Become a Viable Alternative to Petrochemicals

The next big thing in plastics is the use of corn sugar and soybeans, as opposed to petrochemicals, to make packaging that is biodegradable. Archer Daniels Midland formed a joint venture with Metabolix, a Massachusetts-based bioscience company to make a polyester called polyhydroxy-alkanoate (PHA) that can be used to make shopping bags. Archer Daniels Midland is building a plant in Clinton, Iowa that promises to generate 110 million pounds of PHA yearly. Bio-refiner Cargill, Inc. is vastly increasing its production of soybeans and corn derivatives to make plastics for use in carpets, disposable plates and cups, candles and lipsticks.



Plunkett's E-Commerce & Internet Business Almanac 2009

ISBN: 978-1-59392-115-6 | \$299.99 | Includes CD-ROM Database
Publication Date: March 2009

Worldwide, the total number of people using the Internet will soon reach 1.5 billion. China will hold the world's highest number of Internet users, and China's Internet population already vastly surpasses that of its rival India. The number of American homes and businesses with broadband access capabilities totals over 100 million, and a plethora of new services, entertainment options and timesaving solutions have become widely available online. The U.S. population is becoming more tech-savvy, with at least 72% of American adults surfing the net on a regular basis.

Internet-ready cellphones are now easy to use and inexpensive.

Consequently, the mobile Internet market is booming worldwide, with multiple opportunities for service providers and online retailers to earn profits. Many members of this mobile audience are willing to pay small amounts for downloads of entertainment, driving new offerings of mobile TV.

In South Korea, where high-speed access is enjoyed by nearly everyone, most banking and other financial transactions are conducted online via cell phone or PC. Online entertainment is widely varied and constantly offered. Electronic game playing has reached manic proportions.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete e-commerce and Internet market research and competitive intelligence tool – everything you need to know about the business of online access, broadband, online retailing, payment processing, technologies, web-based businesses and networks and more, including:

1. Market research, competitive intelligence and business analysis for all Internet and e-commerce business sectors
2. Analysis of major e-commerce, Internet and online access trends and developments
3. Wi-Fi, WiMax and other wireless access methods, including Bluetooth
4. Broadband Internet access analysis and trends
5. Retailing on the Internet, bricks and clicks strategies, including major online retailers such as Amazon.com, Blue Nile and Bluefly
6. E-commerce trends in the travel business, including online booking, ticket sales and research – as well as profiles of leading online travel companies such as Expedia and Orbitz
7. Internet and e-commerce consultants
8. Networking equipment, IP software and hardware manufacturers, distributors and trends

"...An outstanding, comprehensive analysis of e-commerce and Internet business, packed with charts, tables and...statistics... A welcome addition to the business literature as a source of essential, unique, well-respected, highly accessible reference material."
CHOICE magazine

IndustryNotesm

"Convergence" Arrives

The Internet is about saving time (and therefore saving money) and the potential of the Internet has barely been tapped. New methods of taking advantage of efficiencies are becoming widely accepted, as access to high-speed broadband Internet connections becomes commonplace. Users of the Internet (both business and consumer) are multiplying around the globe, and many companies are earning terrific profits in the process of serving those users. The long awaited phenomenon of "convergence" of entertainment, computing and communications has arrived.



Plunkett's InfoTech Industry Almanac 2009

ISBN: 978-1-59392-116-3 | \$299.99 | Includes CD-ROM Database
Publication Date: February 2009

Plunkett's InfoTech Industry Almanac, presents a complete analysis of the technology business, including the business sectors of hardware, software, consulting, networks, Internet access and computer engineering.

This market research tool includes our analysis of the major trends affecting the computer hardware and software industry, from the global PC market, to Wi-Fi and WiMax, to Linux and open systems, web services and .Net, to supercomputing and cloud computing. In addition, we provide major statistical tables covering the industry, from computer sector revenues to broadband subscribers to semiconductor industry production. No other source provides this book's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports, corporations, research and other vital subjects.

The corporate profiles section provides in-depth, one-page profiles of hundreds of top InfoTech companies. We have used our massive databases to provide you with unique, objective analysis, market research and competitive intelligence on the largest and most exciting companies in computer hardware, computer software, Internet services, e-commerce, network devices, semiconductors, memory, storage, open systems, Linux, information management, consulting and data processing. We've been working harder than ever to gather data on all the latest trends in information technology. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies.

Purchasers receive a free CD-ROM database of the corporate profiles.

The free CD is fully searchable by key words and key fields (such as geography, industry code and revenues), and you can export data from it directly to mail merge, spread sheets and word processor files. This book contains detailed market research, business analysis and competitive intelligence, featuring:

1. Hardware, systems, software and networking industry trends / research and development
2. Mergers and acquisitions in leading information technology companies
3. Information technology finance / growth companies / glossary of InfoTech terms
4. Contacts, including industry associations and government agencies
5. Information technology business statistics

"Intriguing reference...interesting articles on the industry's trends... Plunkett's contains more information on the firms that are included."

Library Journal

"Five-Stars! I realize that technology is changing much faster than I can possibly keep up with or comprehend. This book is extremely informative and written in a manner that is understandable, even to a non-techie."

Amazon.com review

IndustryNotesm

Transistors by the Quintillion

What started with one transistor has grown at an astonishing rate. The Semiconductor Industry Association estimated that in 2008, a total of six quintillion transistors would be manufactured (that's a six followed by 18 zeroes), an amount equal to 900 million transistors for every person on Earth. To see this growth in transistors in action, consider the steady evolution of Intel's semiconductors. In 1978, its wildly popular 8086 processor contained 29,000 transistors. The first Pentium processor was introduced by Intel in 1993, with 3.1 million transistors. In 2007, each of Intel's Zeon Quad-Core processors contained 820 million transistors.



Plunkett's Consulting Industry Almanac 2009

ISBN: 978-1-59392-127-9 | \$299.99 | Includes CD-ROM Database
Publication Date: May 2009

The consulting business is one of the most prestigious and secretive sectors in the world of business. Many people wanting to research this business have had difficulty finding the resources they need.

Plunkett's Consulting Industry Almanac (with database on CD-ROM) provides consulting industry competitive intelligence, market research and business analysis – everything you need to know about the consulting business, technology consulting, management consulting, employee benefits consulting and more.

Many changes are sweeping through the consulting field.

To begin with, recent years have seen consolidation of consulting firms, both on a national and global basis. Changing demands from major corporate and government clients led the top consulting firms to become very global in nature, while tight corporate budgets are leading to more competitive bidding and smaller, shorter engagements in many cases. In particular, management consulting, IT consulting and human resources consulting have become extremely competitive. Pay for performance contingency contracts are becoming more common. Our consulting business reference book includes:

1. Analysis of consulting business trends and markets
2. Consulting industry statistics
3. Profiles of major management consulting companies
4. Profiles of leading IT consulting and outsourcing companies
5. Emerging trends, such as the development of in-house consulting staffs
6. Trends and profiles in information systems and computer operation outsourcing
7. The status of the consulting divisions formerly (or presently) operated by the big accounting firms
8. Profiles of human resources consulting firms
9. Consulting and outsourcing in transportation, logistics and supply chain management
10. Offshoring of certain consulting tasks to offices in India and elsewhere
11. Consulting to governments

In one superb, value-priced package, you'll find a complete overview, industry analysis and market research report. This book includes statistical tables, a consulting industry glossary, consulting industry contacts and associations, and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of numerous leading companies in all facets of the consulting business.

"Users will benefit from the directory's many indexes... a solid addition to the business collections of academic libraries and large public libraries... a useful starting point for those corporate librarians doing competitive intelligence."
American Reference Books Annual

IndustryNotesm

Consulting Firms Adopt Globalization

Major consultancies operate offices in the most important business centers in Europe and Asia-Pacific as well as in North America. Many operate worldwide and have multiethnic, multilingual employee bases. Many of the largest consultancies get 50% or more of their revenues from overseas. The increase in offshoring is adding fuel to this trend. In China, extremely rapid growth at industrial, financial and services companies is creating superb opportunities for U.S. and European consulting firms. Chinese executives are eager to adopt effective strategies and styles needed to become truly global players within their fields.



Plunkett's Outsourcing & Offshoring Industry Almanac 2009

ISBN: 978-1-59392-136-1 | \$299.99 | Includes CD-ROM Database
Publication Date: June 2008

Outsourcing of all types, offshoring of business processing, offshore contract manufacturing and globalization in general continue to create massive change in the world of business. This revolution creates both opportunities and challenges for organizations, managers and professionals. Our new Plunkett's Outsourcing & Offshoring Industry Almanac covers these sectors in detail.

Our coverage includes business trends analysis and industry statistics.

We also include an outsourcing and offshoring business glossary and a listing of industry contacts, such as industry associations and government agencies. Next, we profile numerous leading companies. Our company profiles include complete business descriptions and up to 27 executives by name and title. Plunkett's Outsourcing & Offshoring Industry enables you to search, filter and view selected companies and organizations, and then to export selected company contact data, including executive names, via the CD-ROM that is included with the book.

This important new book covers competitive intelligence, market research and business analysis – everything you need to know about the offshoring, outsourcing and BPO business, including:

1. Analysis of outsourcing and offshoring business trends and markets
2. Outsourcing and offshoring industry statistics and tables
3. Globalization, trends in world trade, and the use of offshore services and manufacturing centers, such as India, China, Ireland, the Philippines and Eastern Europe
4. An analysis of trends in offshore engineering, research and development (R&D), including information technology (IT) centers in Bangalore and elsewhere in India and biotechnology research centers in China
5. Profiles of major technology and software consulting and outsourcing companies, such as Wipro, TATA and Perot Systems
6. Profiles of leading financial services outsourcing and payment processing companies
7. Profiles of leading contract manufacturers, including makers of consumer electronics
8. Profiles of global outsourced logistics, distribution and supply chain companies
9. An analysis of BPO, business process outsourcing :

You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

Our coverage also includes statistical tables, an industry glossary, industry contacts and thorough indexes. The corporate profiles section includes our proprietary, in-depth profiles of numerous leading companies in all facets of the outsourcing and offshoring industry. Purchasers receive a copy of the company profiles database on CD-ROM at no additional charge.

"The Plunkett series of directories are well known for providing company and industry information on clearly defined subject areas."

American Reference Books Annual

IndustryNotesm

BPO and KPO Thrive

BPO, or business process outsourcing, is one of the fastest-growing segments in offshoring. BPO has evolved far beyond its initial focus on call centers. Today, BPO services include human resources management, billing and purchasing, as well as many types of customer service or marketing activities, depending on the industry involved. KPO, or knowledge process outsourcing, refers to the use of outsourced and/or offshore workers to perform business tasks that require judgment and analysis. Examples include such professional tasks as patent research, legal research, architecture, design, engineering, market research, scientific research, accounting and tax return preparation.



"This volume offers a wealth of data and information... Well organized."

Science Book & Film

"...This impressive compendium covers all facets of the American energy industry... exhaustively researched... presented in a unique form that can be easily understood."

Midwest Book Review

Plunkett's Energy Industry Almanac 2009

ISBN: 978-1-59392-128-6 | \$299.99 | Includes CD-ROM Database
Publication Date: December 2008

The energy industry is boiling over with changes. Deregulation, new opportunities in foreign fields 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. The price of petroleum and petrochemicals is daily news. 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 hydrogen based fuel cells.

This exciting reference book covers everything from major oil companies to electric and gas utilities, plus gas pipelines, refiners, retailers, oil field services, cogeneration and engineering. Additional topics include coal seam gas, methane and LNG. Petroleum topics include upstream and downstream. Dozens of statistical tables cover everything from energy consumption, production and reserves to imports, exports and prices.

Our unique profiles of hundreds of energy firms include vital details such as executive contacts by title, revenues, profits, types of business, web sites, competitive advantage, growth plans and more. Purchasers 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. This book includes:

1. Profiles of the major oil companies
2. Profiles of leading independent oil firms
3. Profiles of leading firms in the oil field services business, as well as energy technology and services providers
4. Market trends analysis including oil, gas and coal imports, exports, production, methane, tar sands and LNG
5. Analysis of trends in energy conservation, renewables and alternative energy
6. Electricity industry deregulation
7. A complete set of energy business statistical and financial charts and tables
8. Data and trends in energy consumption, conservation, efficiency and regulation
9. Growth in major oil and gas markets and production areas including Russia, China and the west coast of Africa
10. Details about the electricity grid, blackouts and power failures
11. Analysis of natural gas price trends and shortages
12. Energy trading trends and analysis
13. Offshore drilling, including extremely deep water wells

IndustryNotesm

The "Grid" Needs Retooling

In the U.S., the networks of local electric lines are connected with a national network of major lines collectively called "the grid." The grid is divided into three major regions, named East, West and Texas. In total, the grid consists of about 200,000 miles of high-voltage backbone lines and millions of miles of smaller local lines. Unfortunately, much of this grid was designed and constructed with technology developed in the 1950s and 1960s, and it was never intended to carry the amazing amount of power that today's electricity-hungry Americans consume. Simply put, the grid is out of date. For example, while electric consumption zoomed ahead by about 35% during the 1990s, the transmission capacity of the grid grew by only about 15%.

ENERGY

Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac 2009

ISBN: 978-1-59392-138-5 | \$299.99 | Includes CD-ROM Database
Publication Date: December 2008

There are few industry sectors in the world today with more potential than renewable and hydrogen energy. Clean, green and renewable energy technologies are receiving immense emphasis from investors, environmentalists, governments and major corporations. Today's high price environment for crude oil, coal and natural gas will increase the demand for renewables of all types. A wide variety of technologies is being researched, developed and implemented on a global basis, from Stirling engines to wind power, from advanced nuclear plants to geothermal and fuel cells.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete alternative and renewable energy market research and business intelligence tool – everything you need to know about the business of clean energy, including:

1. Government incentives and investment
2. Corporate investment, research and development
3. Venture capital and other types of private sector investments
4. Alternative energy technologies, including wind, photovoltaic, nuclear, clean diesel, clean coal, tidal, hydrogen, fuel cells, and more
5. Profiles of hundreds of leading alternative and renewable energy companies
6. Superconductivity
7. Advanced electricity storage devices
8. Investment by traditional utilities companies
9. Industry associations
10. Government agencies
11. An alternative and renewable energy industry glossary
12. Nanotechnology and polymer photovoltaics
13. PBNR - pebble bed nuclear reactors
14. Biomass, waste-to-energy, methane gas
15. Geothermal power and hydroelectric power

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 Plunkett series of directories are well known for providing company and industry information on clearly defined subject areas.”

American Reference Books Annual

IndustryNotesm

Wind Power Enjoys Rapid Global Growth

Global wind generation capacity reached more than 60-gigawatts in 2007. Wind generation capacity has been growing by as much as 20% yearly, making wind the world's fastest-growing energy source on a percentage basis. Wind energy is growing so quickly in Europe that by 2020 it will generate about 12% of all of Europe's electricity needs. The American Wind Energy Association predicts that it will generate as much as 6% of U.S. needs by 2020. BP plc reports that wind power accounts for 16% of electricity generation in Denmark, 8% in Spain and 5% in Germany.

Plunkett's Engineering & Research Industry Almanac 2009

ISBN: 978-1-59392-129-3 | \$299.99 | Includes CD-ROM Database
 Publication Date: May 2009

This reference book is a complete guide to the trends and leading companies in engineering, research, design, innovation and development business fields: those firms that are dominant in engineering-based design and development, as well as those that are dominant in technology-based research and development.

We have included companies that are making significant investments in research and development via as many disciplines as possible, whether that research is being funded by internal investment, by fees received from clients or by fees collected from government agencies.

In this carefully-researched volume, you'll get all of the data you need on the Engineering & Research Industry, including engineering market analysis, complete industry basics, trends, research trends, patents, intellectual property, funding, research and development data, growth companies, investments, emerging technologies, CAD/CAE/CAM, and more.

The book also contains major statistical tables covering everything from total U.S. R&D expenditures to the total number of scientists working in various disciplines, to U.S. government grants for research. This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete engineering and research competitive intelligence tool – everything you need to know about the business of engineering including:

1. Trends in patents, patenting and intellectual property
2. Trends in research budgets and funding
3. Research endeavors in the fields of aerospace, chemicals, energy, nanotechnology, electronics, computers, software, peripherals, health care, pharmaceuticals, biotechnology and telecommunications
4. How the Internet is affecting research and development collaboration and globalization
5. Profiles of leading information technology research organizations, such as Apple, Intel and Microsoft
6. Profiles of leading global engineering firms
7. Profiles of leading aerospace firms, including Boeing, BAE and Airbus
8. Profiles of leading firms in petrochemicals research and alternative energy, such as ExxonMobil, Ballard Power Systems and Chevron Technology Ventures
9. Profiles of leading pharmaceutical and biotechnology research companies, such as Genentech and Aventis
10. A discussion of research partnerships and collaboration between the private sector, universities and government
11. Globalization of research efforts, including the offshoring of research and development to labs in India



"...The convenience for a typical user makes this volume very attractive for the support of job-seekers and investors."

American Reference Books Annual

IndustryNotesm

Research and Development Soars in Taiwan

Growing global demand for technology products and for many types of engineering, coupled with the communications capabilities of the Internet, have launched a global R&D boom. Nations with growing research and development bases include Ireland, Russia, Israel, Singapore, Korea and certain Eastern European nations. For example, consider Taiwan, where total R&D spending has grown more than four-fold since 1990 to over \$7.5 billion by government and industry combined. Taiwan's government invested \$2.55 billion in science and technology endeavors in 2006 alone. Taiwan is on the leading edge of technology-based manufacturing, and many of the world's top-ranked corporations by R&D budget are headquartered there.



Plunkett's Nanotechnology & MEMS Industry Almanac 2009

ISBN: 978-1-59392-135-4 | \$299.99 | Includes CD-ROM Database
 Publication Date: June 2009

Plunkett's Nanotechnology & MEMS Industry Almanac presents a complete analysis of the nanotechnology business, including the convergence of nanoscience, biotechnology, aerospace and microelectronics. This title is a superb market research tool that includes our analysis of the major trends affecting the nanotechnology and MEMS industry, from the increase in federal funding and venture capital to breakthroughs in atomic and molecular scale structures. No other source provides this easy-to-understand analysis of growth, expenditures, technologies, funding, grants, corporations, research and other vital subjects.

The corporate profiles section provides in-depth, one-page profiles on numerous top nanotechnology & MEMS companies. We have used our massive databases to provide you with unique, objective analysis, market research and competitive intelligence on the largest and most exciting companies in optics, coatings, pharmaceuticals, biotechnology, microelectronics, molecular structures and the latest trends in nanoscale technologies. Our research effort includes discussions with experts at innovative tech companies.

Purchasers receive a free CD-ROM database of the corporate profiles. The CD is fully searchable by key words and key fields (such as geography, industry code and revenues), and you can export data from it directly to mail merge, spread sheets and word processor files.

Our data contains detailed market research, business analysis and competitive intelligence, featuring:

1. Industry trends/ research & development
2. Leading technology companies
3. Nanotechnology finance/ growth companies
4. Glossary of nanotechnology & MEMS terms
5. Contacts, including industry associations and government agencies
6. A history of nanotechnology
7. A discussion of micro electro mechanical systems (MEMS)
8. Optics based on nanotechnology
9. Coatings based on nanotechnology
10. Molecular electronics
11. Biotechnology and pharmaceuticals based on nanoscience
12. Computer memory and other systems in nanoscale
13. Self assembly
14. Nanoscale carbon tubes and other nano structures
15. Polymers based on nanoscience
16. Micro electro mechanical systems (MEMS) manufacturing and research

"These books go beyond the usual business listing service to provide important criteria and details essential for long-term business analysis and industry trends."

Midwest Review of Books

IndustryNotesm

Nanotechnology Product List Soars

The Project on Emerging Nanotechnologies (www.nanotechproject.org) listed 609 items in its March 2008 inventory of consumer products that have a nanotech component. This list is more than twice as large as the 230 products listed in their April 2006 inventory. The new list includes health and fitness items (such as cosmetics, sunscreens and sporting goods), food and beverage products, home and garden items and electronics and computer products. Over the next few years, the fastest-growing commercialized uses of nanotechnology will most likely be in coatings, including advanced paints used in demanding environments; specialty chemicals; and textiles.



"A critically important reference book...Providing complete access to the U.S. entertainment and media industry..."

Midwest Review of Books

"A uniquely accessible book; highly recommended for business and career collections."

Library Journal

IndustryNotesm

TV Moves on to Digital Format in the U.S. by 2009

The era of the digital TV in the U.S. is building momentum. Federal regulations will require that all television broadcasts move to digital format by February 17, 2009. This has many implications. To begin with, older televisions based on analog technology will not receive broadcasts unless retrofitted with a converter. However, since the change is for broadcast TV only, households that rely entirely on cable or satellite reception will see no effect, and this includes the vast majority of homes in the U.S. The new rules are fueled by the federal government's desire to open up vast amounts of spectrum currently reserved for analog television broadcast.

Plunkett's Entertainment & Media Industry Almanac 2009

ISBN: 978-1-59392-130-9 | \$299.99 | Includes CD-ROM Database
Publication Date: January 2009

The global entertainment and media industry is in the midst of vast changes – giant mergers and acquisitions, new technologies and online services are changing the landscape. Globalization is affecting everything from recorded music to multimedia, from DVD sales to book publishing.

Our market research section shows you the trends and a thorough analysis of technologies such as PVRs (personal video recorders), film trends from animation to special effects, television advertising trends, video on demand, recorded and downloaded music trends, convergence, online developments and Internet access, finances and future growth within the industry. Included are major statistical tables showing such data as movie revenues at the box office and film industry royalties earned through DVDs and videos; total revenues by entertainment and media sectors; and the number of television viewing households and whether they access television via cable, satellite or other devices.

Our corporate profiles section covers hundreds of Plunkett's Entertainment and Media Firms with complete profiles of the leading, fastest growing entertainment and media companies in America and around the world. From Bertelsmann and Walt Disney to entertainment retailers like Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about.

This information-packed book (with database on CD-ROM) covers competitive intelligence, market research and business analysis – everything you need to know about the entertainment business, media business and television and radio industry, plus gambling, games and much more, including:

1. Analysis of major entertainment and media business trends and markets
2. Historical entertainment and media industry statistics
3. Profiles of major entertainment chain stores and online retailers
4. Profiles of cable television and satellite television companies
5. Emerging technologies, including video on demand, personal video recorders (PVRs) like TiVo, personal music players like iPod and much more
6. Profiles and trends of top publishing companies
7. Profiles and trends of leading music publishers and recording firms
8. A discussion of trends in e-commerce, convergence and Internet-based entertainment
9. Profiles of leading broadcasters
10. A discussion of trends and profiles of leading companies in electronic games and video games, as well as gambling and casino firms
11. Mergers and acquisitions
12. Satellite radio



“A specific aim of the Almanac’s design is to support market research, employment searches and mailing list creation utilizing the CD-ROM... an excellent tool for these pursuits... As with all Plunkett (books), a lot of information is packed into a relatively small amount of space... This work is recommended for all reference collections.” American Reference Books Annual

IndustryNotesm

China’s Banking Market Grows

Virtually every major bank holding company wants a piece of the action in China’s banking sector, where a booming industrial base, rising consumer incomes and a rapidly growing base of middle class and affluent households mean lots of new business. China’s total individual deposits totaled about \$2.5 trillion as of 2008. With the Chinese economy growing at an 8% to 10% annual rate, the potential for the banking industry is tremendous. Goldman Sachs projects the number of individuals in China with annual incomes of over \$3,000 will multiply ten times over between 2005 and 2015. China is ripe for the introduction of a broad array of financial outlets, products and services, from credit cards to insurance to mortgages and personal loans.

Plunkett’s Banking, Mortgages & Credit Industry Almanac 2009

ISBN: 978-1-59392-123-1 | \$299.99 | Includes CD-ROM Database
Publication Date: November 2008

The lending industry is comprised of a wide variety of sectors, such as banking, credit cards, mortgages, leasing and consumer finance.

Many of these sectors have interconnections and synergies. In addition, a large number of related services and technologies have a major influence on the lending and credit business. These services include e-commerce, credit risk analysis, call centers and information technologies. Meanwhile, non-bank firms, such as GE, have become immense competitors in the lending arena, and international acquisitions are shaping up the globalized banking industry of the near future. Our analysis includes in-depth coverage of recent problems in banking and mortgage sectors, including write-downs of assets and immense losses in mortgages. We discuss the implications of these events in-depth in our famous trends analysis.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a banking, credit and mortgages market research and business intelligence tool – everything you need to know about the business of banking, credit cards, mortgages and lending, including:

1. Money center banks
2. Regional banks
3. Savings associations
4. Globalization of the banking and lending industries, including our profiles of the world’s leading international banking firms
5. Mortgage banking and brokerage
6. Home equity loans
7. Credit cards
8. Lending and other services provided by non-bank enterprises
9. Significant trends in banking and lending technologies
10. Risk analysis, payment processing, call centers and other support services
11. Online banking trends
12. ATM trends and technologies
13. Banking industry software

You’ll find a complete overview, industry analysis and market research report in one superb, value-priced package. This book contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. It also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of hundreds of leading companies in all facets of the banking, credit cards, lending, mortgages and leasing industry. Purchasers 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.

Plunkett's Insurance Industry Almanac 2009

ISBN: 978-1-59392-133-0 | \$299.99 | Includes CD-ROM Database
 Publication Date: November 2008

The insurance industry is increasingly globalized as cross-border investments and acquisitions continue at a rapid pace. Better risk management, higher premiums and increased use of underwriting information systems have led the way. Risk management consulting and analysis have become more sophisticated. In addition, a large number of related services and technologies have a major influence on the insurance and risk management business. These services include e-commerce, call centers and information technologies. Major carriers continue to add new products, with a growing focus on serving aging consumers with their health and investment plan needs.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete insurance market research and business intelligence tool – everything you need to know about the business of insurance and risk management, including:

1. Property & casualty insurance
2. Life insurance
3. Personal lines
4. Specialty lines
5. Annuities
6. Reinsurance
7. Health insurance
8. Globalization of the insurance industry, including our profiles of the world's leading international insurance firms
9. Insurance brokerage
10. Risk management
11. Consulting
12. Significant trends in insurance information technologies
13. Risk analysis, call centers and other support services
14. Online insurance trends
15. Underwriting trends
16. Insurance industry software

You'll find a complete overview, industry analysis and insurance market research report in one superb, value-priced package.

This book contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. It also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of numerous leading companies in all facets of the insurance and risk management 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 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.



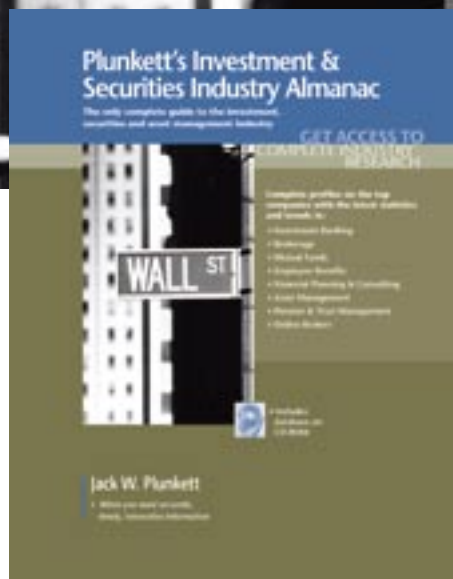
“Plunkett’s almanacs fill an important niche by combining basic industry overview information and basic company information in one package. This work is recommended for all reference collections serving users with academic or personal interests in the investment industry.”

American Reference Books Annual

IndustryNotesm

Specialty Insurance Market Grows

As new types of businesses have emerged in the global technology boom, and ever-greater lawsuits have emerged in the litigation boom, the number of specialty insurance products has grown exponentially. Today, new products have been developed for the relatively new sectors and risks of online services, data center management and electronic data loss. Environmental risks coverage is another relatively new, fast-growing field. Growth in specialty products outside the U.S. looks particularly appealing.



“Plunkett’s almanacs fill an important niche by combining basic industry overview information and basic company information in one package. This work is recommended for all reference collections serving users with academic or personal interests in the investment industry.”

American Reference Books Annual

Plunkett’s Investment & Securities Industry Almanac 2009

ISBN: 978-1-59392-134-7 | \$299.99 | Includes CD-ROM Database
Publication Date: January 2009

The global investment industry is reeling from massive changes and challenges. Sovereign wealth funds have amassed trillions of dollars for investment purposes. Markets, from commodities to stocks to debt instruments and ordinary bonds, are subject to wild swings and 24/7 electronic trading. Markets and investments are increasingly globalized. Private equity funds are investing immense amounts of money, venture capital activity is strong and hedge funds have become dominant investors in many types of assets. Corporate merger and acquisition (M&A) activity has been running at a very high rate in the U.S. and abroad.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete investments, securities and asset management market research and business intelligence tool – everything you need to know about the business of investments, including:

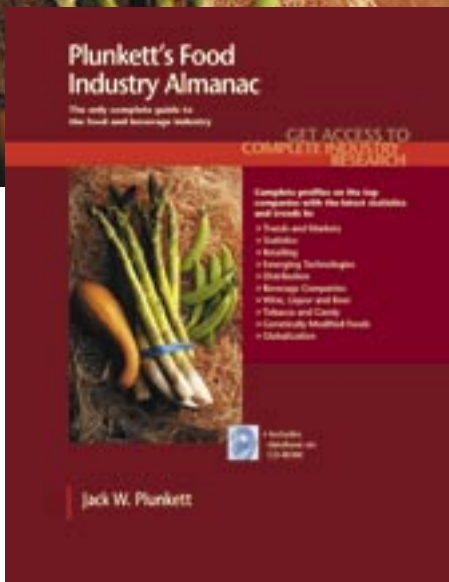
1. Investment banking
2. Stock brokers
3. Discount brokers
4. Online brokers
5. Significant trends in financial information technologies
6. Asset management
7. Stock ownership by individuals and households
8. 401(k)s and pension plans
9. Mutual funds
10. ETFs (Exchange traded funds)
11. ECNs (Electronic Communication Networks)
12. Developments at NYSE Euronext and other exchanges

You’ll find a complete overview, industry analysis and market research report in one superb, value-priced package. This book contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. It also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of hundreds of leading companies in all facets of the investment and securities business. Here you’ll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers 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.

IndustryNotesm

Sovereign Wealth Funds Invest Trillions of Dollars

The term Sovereign Wealth Fund (SWF) is used to describe a national government’s pool of assets available for investment. Major oil and gas exporters, such as the nations of Saudi Arabia, Kuwait and Russia, have earned massive amounts of excess capital and now have SWFs that are influential in today’s investment world. By the beginning of 2008, the world’s SWFs totaled about \$3 trillion by some estimates, and were growing very rapidly.



Plunkett's Food Industry Almanac 2009

ISBN: 978-1-59392-131-6 | \$299.99 | Includes CD-ROM Database
 Publication Date: March 2009

The food and beverages industry is among the most competitive and globally-linked of all business sectors. For example, our market research shows that many of America's best-known food packagers, such as Heinz, get 30%, 50% and even higher percentages of their total revenues from outside the U.S. American brand names such as Coca-Cola and Starbucks are known worldwide, as are European brands such as Nestle.

On the supermarket side, American chains like Albertson's and Kroger are battling the ever-increasing market share and incredibly low retail prices offered in the discount grocery departments at Wal-Mart Supercenters. Meanwhile, Wal-Mart is taking its retail expertise overseas. At retail, food is over a \$500 billion industry in the U.S. alone.

The hottest growth areas in the food business are in natural foods, organic products, health foods, diet foods and nutritionally-enhanced foods. Consumers, to a growing extent, desire foods that give them a nutritional edge. Ready to eat and home meal replacement foods continue to boom for consumers who want to dine at home but are pressed for time.

Many retailers, including Safeway, 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. And, online-only food retailer FreshDirect has built a significant business in the New York City market.

This feature-rich book (with database on CD-ROM) covers competitive intelligence, market research and business analysis – everything you need to know about the food business, beverages business and tobacco industry, including:

1. Analysis of major food business trends and markets
2. Historical food industry, supermarket and agricultural sector stats and tables
3. Profiles of major food and snacks producers such as Kraft and Frito-Lay
4. Profiles of food retailers of all types
5. Alternative foods, natural foods, health foods and organic food markets, along with diet foods and nutritionally enhanced foods
6. Gourmet and specialty foods manufacturers and sellers
7. Natural and health foods stores including Whole Foods and Wild Oats
8. Leading coffee purveyors such as Starbucks and Green Mountain
9. Leading dairy product firms such as Land O'Lakes and Ben & Jerry's
10. Emerging technologies, including genetically-engineered (GM) foods and coverage of agricultural biotechnology (agribio)
11. Profiles of giant food distributors such as Sysco
12. Profiles of leading beverage companies

“These books go beyond the usual business listing service to provide important criteria and details essential for long-term business analysis and industry trends.”

Midwest Review of Books

IndustryNotesm

Low-cost Food Is Now a Thing of the Past

The upward march of prices for food commodities has been so relentless that the cost of food has become a major concern on a global basis. Those feeling the most pain from rising food prices are consumers in low-income nations where food purchases account for a very large portion of monthly household budgets. If you add-in the rising cost of fuel of all types, consumers are feeling intense economic pressure on multiple fronts. Americans spend only about 10% of household income on food; the ratio is much higher in nations with lower median household incomes. Today's high food prices are a stark contrast to the cheap food years of 1974 through 2005. For decades, improving farm technologies and high-output genetically modified seeds had consistently dampened food costs.



“The simple and straight-forward structure and presentation of information is a real asset, making for very intuitive application. Plunkett’s Biotech and Genetics Industry Almanac is an essential addition to any biotechnology executive’s bookshelf.”

Yali Friedman
Biotech/Biomedical Editor,
About.com

IndustryNotesm

First Biotech Generics Approved

Because biotech drugs (“biologics”) are made from living cells, a generic version of a drug probably won’t be biochemically identical to the original branded version of the drug. Consequently, they are described as “follow-on biologics” to set them apart. There are concerns that follow-on biologics may not be as safe or effective as the originals unless they go through clinical trials for proof of quality. In Europe, these drugs are referred to as “biosimilars”. In the European Union, the first biosimilars were approved in April 2006 by the EMEA (European Agency for the Evaluation of Medicinal Products), the regulatory body responsible for new drugs.

Plunkett’s Biotech & Genetics Industry Almanac 2009

ISBN: 978-1-59392-124-8 | \$299.99 | Includes CD-ROM Database
 Publication Date: September 2008

Venture capital and private placement funding are pouring into biotech firms, and scores of promising new drugs are in Phase I and Phase II clinical trials. Laboratories at leading universities are partnering with pharmaceutical companies to push research and development along at faster levels. Meanwhile, nations such as China and Singapore are fostering innovation with massive investments in new R&D centers of their own—many of which are focused on stem cell technology. The promise of personalized medicine is starting to come into fruition, with many types of personal genetic diagnostic services being offered in the U.S. Also, genetically-modified foods are benefiting from the development of agricultural biotechnology at leading suppliers.

This outstanding and unique reference book (which includes a database of leading companies on CD-ROM) is a complete biotechnology and genetics market research and business intelligence tool – everything you need to know about the business of biotechnology, proteomics, stem cells, GMOs, agricultural biotechnology, biopharmaceuticals and more.

Our coverage includes trends analysis and genetics industry statistics, a biotechnology business glossary and a listing of biotechnology industry contacts, such as industry associations and government agencies. We profile hundreds of leading biotechnology companies, such as drug manufacturers, bioinformatics and genetics database providers, clinical trials companies and contract manufacturers – a broad range of biotech sector companies. Our company profiles include complete business descriptions and up to 27 executives by name and title.

1. Market research, competitive intelligence and business analysis for all biotechnology business sectors
2. Analysis of trends in biotechnology and biopharmaceuticals research, development, clinical trials and regulatory affairs, and developments at the FDA
3. Trends in biotechnology funding, M&A, joint ventures and venture capital
4. Trends in stem cells, regenerative medicine, cloning research and regulation
5. Growing investments in biotechnology and stem cell research in such nations as China and Singapore
6. Biotechnology business statistics, including information on patents and patenting
7. Molecular diagnostics
8. Biosecurity, bioterrorism deterrents and homeland security
9. Personalized medicine and genetic diagnostics
10. Systems biology
11. The convergence of nanotechnology and biotechnology
12. Assays and diagnostics
13. Profiles of leading companies in the US, UK, Europe, Asia and Canada



Plunkett's Health Care Industry Almanac 2009

ISBN: 978-1-59392-132-3 | \$299.99 | Includes CD-ROM Database
Publication Date: October 2008

Plunkett's Health Care Industry Almanac is the only complete reference to the American Health Care Industry and its trends, technologies and leading corporations. No other source provides this book's easy-to-understand comparisons of national health expenditures, emerging technologies, information systems, pharmaceuticals, patient populations, imports, exports, corporations, research, Medicare, Medicaid, managed care, outpatient surgery, funding, medical equipment and supplies, diagnostics and many other areas of vital importance.

"...Makes it easy to understand managed care, medical finances and the technology behind today's health care. Business people, marketers, researchers and professionals...who need in-depth information on the health care industry can benefit from this unique resource."

**Health Care Quarterly,
The Business Journal**

Included in the market research sections are dozens of statistical tables covering every aspect of the industry, from Medicare expenditures to hospital utilization, from insured and uninsured populations, to revenues, to health care expenditures as a percent of GDP. A special area covers vital statistics and health status of the U.S. population. Included is an analysis of medical and health technologies, patient care, payors and information systems.

The corporate analysis section features in-depth profiles of hundreds of major companies within the many industry sectors that make up the health care system, from the leading corporations in pharmaceuticals to the major managed care companies. Details for each corporation include executives by title, phone, fax, web site, address, growth plans, divisions, subsidiaries, brand names and financial results.

The latest edition of this award-winning book covers competitive intelligence, market research and business analysis – everything you need to know about the medical business, trends, technologies and leading companies, including:

1. Health care trends analysis
2. Health care corporate mergers, finances, funding and costs
3. Managed care, HMOs, PPOs, drug benefits, provider systems and other payors
4. Medicare and Medicaid, senior drug benefits and the use of HMOs and PPOs
5. Pharmaceuticals, over the counter drugs and generic drugs
6. Medical technologies, including advances in imaging and diagnostics
7. Research breakthroughs in such areas as cancer treatment and artificial organs
8. Health information systems, including patient information systems and other uses of computer technology in hospitals, clinics and doctors' offices
9. Hospital utilization, medical markets and national health care costs
10. Profiles of leading hospital companies, outpatient surgery firms and clinics
11. Employee health benefits trends and costs, including health savings accounts and the growing use of higher co-payments for employees
12. Discussions of leading firms in medical supplies, disposables, support and delivery
13. A discussion of trends in health care logistics and inventory management, including the use of RFID in hospitals
14. Health care trends online, including telemedicine and access to patient records

IndustryNotesm

Over 88,000 Americans Await Transplants

Recently, there has been a big leap in consumer support for and interest in organ transplants within the U.S. The number of deceased organ donors has risen to about 7,600 yearly. Total U.S. transplants performed are about 28,000 yearly. Of course, there are also a small number of organs, such as kidneys, donated by living donors. While this is terrific progress, it doesn't come close to filling demand. About 88,000 Americans are on waiting lists for transplants at any one time, for anything from hearts to lungs to kidneys. Unfortunately, more than 6,000 die yearly while waiting.

JOB SEEKERS & CAREERS

The Almanac of American Employers 2009

ISBN: 978-1-59392-143-9 | \$299.99 | Includes CD-ROM Database
Publication Date: October 2008

Looking for jobs and careers with top American employers?

Do you want employment with top salaries, benefits and advancement opportunities? The Almanac of American Employers leads job seekers doing employment research to 500 of the largest, most successful companies that are hiring in America. Since 1985, our team has been producing this famous book, now a standard item in recruiting and placement offices.

The Almanac of American Employers includes a complete database of top employers on CD-ROM, with complete business descriptions and up to 27 executives by name and title. Both online and printed versions of The Almanac of American Employers enable you to search, filter and view selected companies and organizations, and then export selected company contact data. Job seekers – from new college graduates – to top executives – to first time employees – will benefit from our complete profiles of 500 of the most promising major corporate employers in America today. Details include:

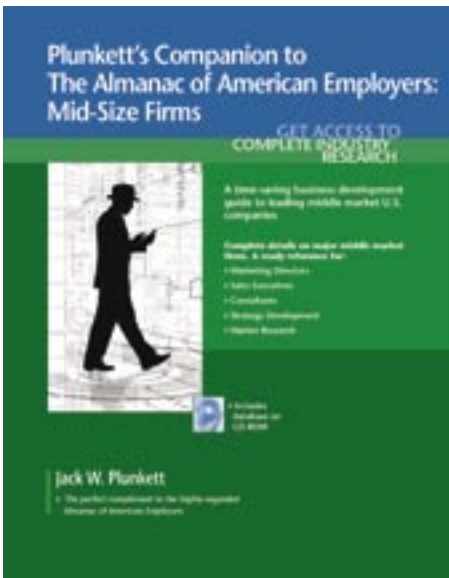
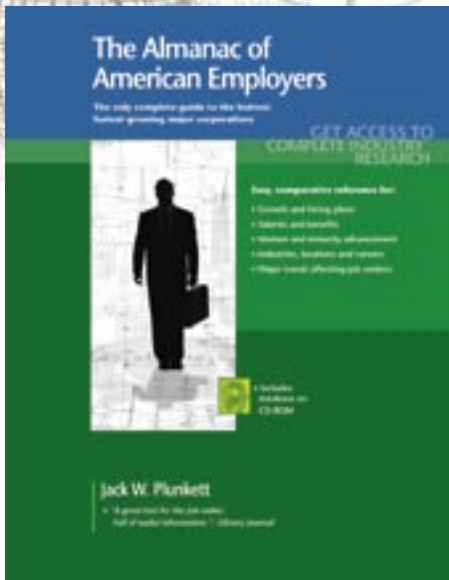
1. Our list of industries most likely to be hiring this year
2. Benefit plans, stock plans, and salaries
3. Hiring and recruiting plans
4. Training and corporate culture
5. Growth, new facilities, research & development
6. Over 100 firms rated "Hot Spots" for advancement opportunities for women and minorities

Plunkett's Companion to The Almanac of American Employers, Mid-Size Firms 2009

ISBN: 978-1-59392-126-2 | \$299.99 | Includes CD-ROM Database
Publication Date: March 2009

We profile the mid-size companies that job seekers want to know about.

Plunkett's Companion to The Almanac of American Employers: Mid-Size Firms, leads job seekers to hundreds of the best, most successful mid-size companies in America. This book focuses on firms from 100 to 2,500 employees. It is the ideal volume to use in conjunction with our highly-regarded Almanac of American Employers, which focuses on firms of 2,500 employees and up. The corporate profiles section covering Plunkett's Mid-Size Firms gives you complete profiles of the leading, most exciting mid-size companies across the nation.



"A good tool for the job-seeker, full of information and reasonably priced."

Library Journal

"Of obvious value as a guide for job-seekers – Useful for researchers, marketing executives and personnel professionals."

Pittsburgh Business Times-Journal

"Also included are practical hints and guidelines for job-seekers, trends in the U.S. economy that are likely to affect employment, (and) an extensive list of web sites related to job-seeking."

American Reference Books Annual



Plunkett's Almanac of Middle Market Companies 2009

ISBN: 978-1-59392-120-0 | \$299.99 | Includes CD-ROM Database
Publication Date: August 1008

Our new Plunkett's Almanac of Middle Market is designed to be a 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.

Our coverage includes all major business sectors, from InfoTech to health care to telecommunications to retailing and much more. These profiles and details on 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. Plunkett's Middle Market Companies enables you to search, filter and view selected companies and organizations, and then export selected company contact data, including executive names, via the CD-ROM that is included with the book. Using this tool, you'll be able to build your own mailing lists in minutes, for export to mail merge, spread sheets or contact management software.

The exciting new book covers competitive intelligence, market research and business analysis – everything you need to identify and develop strategies for middle market corporations, including:

1. Profiles of middle market manufacturers of all types
2. Profiles of middle market distributors
3. Profiles of mid-sized technology, hardware, software and biotech firms
4. Profiles of mid-sized companies in financial services
5. Profiles of mid-sized companies in energy, food products, apparel, entertainment, real estate and transportation

You'll find a complete business tool and market research report in one superb, value-priced package. Our coverage also includes a business glossary, industry contacts and thorough indexes. The corporate profiles section includes our proprietary, in-depth profiles of hundreds of the leading middle market companies in business sectors of all types. Purchasers of receive a copy of the company profiles database on CD-ROM at no additional charge. This same database can be accessed by online subscribers.

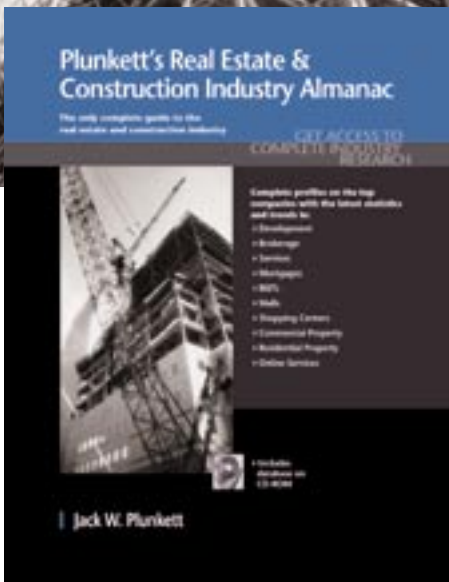
"The Plunkett series of directories are well known for providing company and industry information on clearly defined subject areas."

American Reference Books Annual

IndustryNotesm

Many Middle Market Firms See Baby Boomers as Customers

The term "Baby Boomer" generally refers to people born from 1946 to 1964. It evolved to include the children of soldiers and war industry workers who were involved in World War II. When those veterans and workers returned to civilian life, they started or added to families in large numbers. As a result, the Baby Boom generation is one of the largest demographic segments in the U.S. Baby Boomers make up about 25% of the U.S. population. These people number an astonishing 78 million. By 2011, millions will begin turning traditional retirement age (65), resulting in extremely rapid growth in the senior portion of the population.



Plunkett's Real Estate & Construction Industry Almanac 2009

ISBN: 978-1-59392-137-8 | \$299.99 | Includes CD-ROM Database
 Publication Date: May 2009

The real estate and construction sectors have been hit hard in recent months. Financing has been very difficult to obtain, and values, of both residential and commercial properties, have been falling in major markets worldwide. Mortgage rates for property buyers have risen sharply, and lending rules have tightened to the point that many would-be borrowers do not qualify. Soft markets have led construction properties to be cancelled or curtailed, ranging from housing developments to Las Vegas hotels to shopping centers.

Meanwhile, technologies and online services of many types have been rapidly affecting the real estate, mortgage and construction sectors. In particular, millions of home buyers and Realtors are using new Internet-based research and marketing tools.

In addition to covering major real estate development, brokerage, construction, management and investment sectors, trends and companies, we're including many types of real estate related services, such as title insurance.

This value-packed book (with database on CD-ROM) covers competitive intelligence, market research and business analysis, including:

1. Analysis of major real estate, home building and brokerage business trends and markets
2. Historical real estate industry statistics and tables
3. Historical housing and mortgage statistics and projections
4. Profiles of residential, apartment, condominium, mixed use and commercial construction, home building and development firms such as Toll Brothers, KB Homes, DR Horton and Centex
5. Emerging real estate technologies, including the proliferating use of online research and marketing sites, online mortgage applications and discount online brokerage
6. Profiles of leading mortgage companies
7. Mortgage and refinancing trends, including originations, adjustable ARMs, interest only, low or no down payment and cash outs
8. Profiles of leading commercial and residential brokerage companies, such as Sothebys International, trends in discount and low-service brokers, and traditional Realtors and brokers
9. Green building trends, sustainable development, and energy efficiency

"Especially useful for market research and job hunting... recommended for business reference collections."

American Reference Books Annual

IndustryNotesm

Homebuyers Go Online

In 1995, only 2% of homebuyers used the Internet to find a home. Plunkett Research estimates that as of 2008, 80% of homebuyers did research online. Among the busiest sites are Realtor.com, Move.com, HomeGain.com, ZipRealty.com, Yahoo! Real Estate, along with the sites operated by RE/MAX and Coldwell Banker. A recent study showed the typical Internet-enabled homebuyer to be 38 years old, married, with a household income of \$70,700. Non-Internet-using homebuyers average 47 years old with a household income of only \$56,300. Home finance is also a hot Internet area. According to the California Association of Realtors, 23% of potential homebuyers applied for mortgage pre-approval before deciding upon a house. Many of those buyers make their applications online.

RETAIL

Plunkett's Retail Industry Almanac 2009

ISBN: 978-1-59392-139-2 | \$299.99 | Includes CD-ROM Database
Publication Date: December 2008

Who are the hottest retailers? What lies ahead? Our market research 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 several major statistical tables showing everything from total U.S. retail sales year by year and by sector, to shopping center statistics, to consumer demographics.

The corporate profiles section covering Plunkett's Retail Firms gives you complete profiles of the leading, fastest growing retail chains. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile hundreds of the major companies that marketing executives, investors and job seekers want to know about. (Our list includes leading U.S.-based companies, publicly and privately held, plus an impressive list of the most important non-U.S. retailers.) These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title.

The new edition of this value-packed book (with database on CD-ROM) covers competitive intelligence, market research and business analysis – everything you need to know about the retail business, including:

1. Analysis of major retailing and retail store business trends and markets
2. Historical retail industry statistics and tables
3. Profiles of major chain store and specialty store operators
4. Profiles of food retailers of all types, from convenience store operators like 7-Eleven to giant supermarket chains like Albertsons and HEB
5. Emerging technologies, including automated checkout and RFID (radio frequency ID tag)
6. Profiles and trends of top department store chains
7. Profiles and trends of leading discount store and warehouse club operators
8. A discussion of trends in e-commerce and Internet-based retailing, including synergies of "bricks and clicks"
9. A discussion of trends and profiles of leading companies in such non-store retailing and direct-marketing areas as consumer catalogs, party-based sales, multi-level marketing, television shopping and mail order
10. Retail mergers, acquisitions and private equity

"Large discounters like Wal-Mart that offer customers a wide array of low-priced merchandise in one convenient location dominate today's retail scene. One might guess that Plunkett's aspires to a similar niche in the business reference market as a convenient one-stop source of information about the American retail industry. "

CHOICE magazine of the American Library Association

IndustryNotesm

Those New TV Screens in Stores are Paid for by Advertisers

Many retailers, including Kroger, Wal-Mart and Metro Group's Future Store in Rheinberg, Germany, are installing large plasma or high-definition LCD monitors throughout their stores. In the case of Wal-Mart, the monitors display a proprietary television network programmed with ads for a wide variety of merchandise. Each screen displays ads relating to nearby inventory. Major food companies such as Kraft, Unilever and PepsiCo are lining up to buy air time on the Wal-Mart network, which captures 130 million viewers every four weeks, making it the fifth-largest network in the U.S. (behind NBC, CBS, ABC and Fox).

SPORTS

Plunkett's Sports Industry Almanac 2009

ISBN: 978-1-59392-140-8 | \$299.99 | Includes CD-ROM Database
Publication Date: July 2008

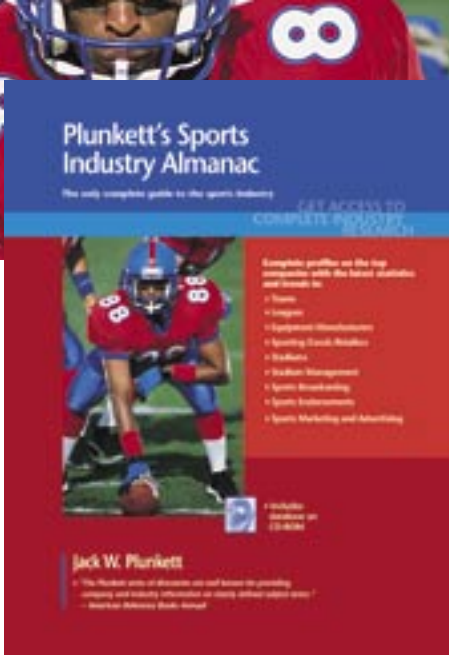
The sports business is a dynamic and growing industry in the U.S., Europe, Asia Pacific and elsewhere. In addition to major sporting leagues and teams, related sectors include sporting goods manufacturing, sports apparel, sporting events broadcasting and retailing. In addition, sports and the athletes who play in sports by their nature attract companies interested in endorsements, advertising, merchandising and marketing opportunities. Until now, comprehensive data about the business side of the sports sector could be extremely difficult to access. Today, our new Plunkett's Sports Industry Almanac covers these sectors in detail.

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 hundreds of leading teams, leagues and sports sector companies. Our company profiles include complete business descriptions and up to 27 executives by name and title. Plunkett's Sports Industry enables you to search, filter and view selected companies and leagues, and then to export selected company contact data, including executive names, via the CD-ROM that is included with the book.

The exceptional new book covers competitive intelligence, market research and business analysis – everything you need to know about the sports, sporting goods, sports marketing, stadiums, teams, and leagues business, including:

1. Analysis of sports business trends and markets
2. Historical sports industry statistics and tables
3. Profiles of major leagues
4. Profiles of leading sporting goods and equipment manufacturers and retailers
5. Profiles of leading stadiums and stadium managers
6. A discussion of changes in sports broadcasting, such as sports cable networks, pay per view, video on demand, Internet broadcasting, satellite radio coverage and mobile broadcasting, including advertising opportunities
7. An analysis of the globalization of the sports industry
9. An analysis of sports merchandising, endorsements and marketing

You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. Our coverage also includes statistical tables, a sports industry glossary, industry contacts and thorough indexes. The corporate profiles section includes our proprietary, in-depth profiles of hundreds of the leading companies in all facets of the sports industry. Purchasers of the book receive a copy of the company profiles database on CD-ROM at no additional charge.



“...Valuable for planning purposes are the chapters devoted to major trends and industry outlooks...The content of this reference resource will provide many answers for researchers, students and general information seekers.”

American Reference Books Annual

IndustryNotesm

Lacrosse, the Fastest-Growing Team Sport

Until recently, few sports fans were familiar with lacrosse, although it is a game that originated hundreds of years ago among native North American tribes. It is considered by experts to be North America's oldest sport. For the most part, lacrosse was long thought of as a tough but popular team game played only at better eastern colleges and prep schools such as Princeton and Kent School. Today, however, lacrosse is sweeping the U.S., with thousands of amateur and school teams for youngsters, men and women as well as fledgling pro teams. It is a big NCAA college sport. In fact, ticket sales for the 2007 NCAA lacrosse tournament broke all previous records, reaching more than 45,000.

Plunkett's Telecommunications Industry Almanac 2009

ISBN: 978-1-59392-141-5 | \$299.99 | Includes CD-ROM Database
Publication Date: August 2008

No other industry touches as many technology-related business

sectors as telecommunications, which by definition encompasses not only the traditional areas of local and long-distance telephone services, but also advanced technology-based services including wireless communications, the Internet, fiber optics and satellites. Telecom is also deeply intertwined with cable TV systems, since cable companies are now aggressively offering local exchange service and Internet service. The relationship between the telecom and cable sectors has become even more complex as telcos are now selling TV via IP (Internet protocol) services, competing directly against cable for consumers' entertainment dollars.

Telephone companies are adapting to today's environment which includes a flat market for local landlines, continued growth in cellular subscribers, and rapid adoption of broadband access to the Internet by homes and businesses. Much of their strategy for the future is based on bundling of multiple services. Meanwhile, traditional telecommunications providers face rapidly growing competition from VOIP (voice over Internet Protocol) and voice over cable. Fiber to the home and fiber to the business are becoming realities. In particular, Verizon has launched very aggressive, long term fiber to the premises projects.

In this exciting reference report, we take a broad look at the business of telecommunications. This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete telecommunications market research and business intelligence tool – everything you need to know about the telecom business, including:

1. ILECs (incumbent local exchange companies) and Baby Bells, including Qwest, AT&T Inc., and more
2. CLECs (competitive local exchange companies)
3. Long distance
4. Cellular telephone services, wireless trends and wireless access including Wi-Fi and WiMax
5. Voice over Cable, and a discussion of telephone competition from the major cable providers such as Comcast and Cablevision
6. Mergers, acquisitions and finances, including the SBC acquisition of AT&T, and the resulting renamed company: AT&T, Inc.
7. Telecommunications equipment, switches, fiber optics and satellites
8. Internet access service and broadband access trends
9. Fiber to the home (FTTH) and fiber to the business (FTTB)
10. Global telecommunications, landline and cellular statistics and trends
11. Television via the Internet, IPTV
12. Bundled services and consolidated billing
13. VOIP (voice over Internet Protocol) including exciting new companies like Sype and Vonage

"A wealth of information about the industry...Useful to anyone interested in the telecommunications industry."

**CHOICE magazine
of the American Library
Association**

IndustryNotesm

Unified Communications Is the Telecom Wave of the Future

Unified communications is the use of advanced technology to replace traditional telecommunications infrastructure. Software enables each office worker to have, via the desktop PC, communications tools that include VOIP phone, email, voice mail, fax, instant messaging, collaborative calendars and schedules, contact information, audio conferencing and video conferencing. Microsoft states that it believes that unified communications will soon transform business in the same way that email changed the business landscape in the 1990s.



"This Almanac is highly recommended for libraries supporting marketing, business and career-related collections."

American Reference Books Annual

IndustryNotesm

Over 1 Billion Cell Phones Sold Yearly

The cell phone is the fastest-selling consumer electronic in the world. On a global basis, over one billion cellular telephones are sold each year. More camera-equipped cell phones are sold each year than stand-alone digital cameras. More MP3 player-equipped cell phones are sold than stand-alone MP3 players. Rapid development of new technologies is leading to ever more versatile, multipurpose mobile devices, including Internet-enabled cell phones and PDAs.

Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac 2009

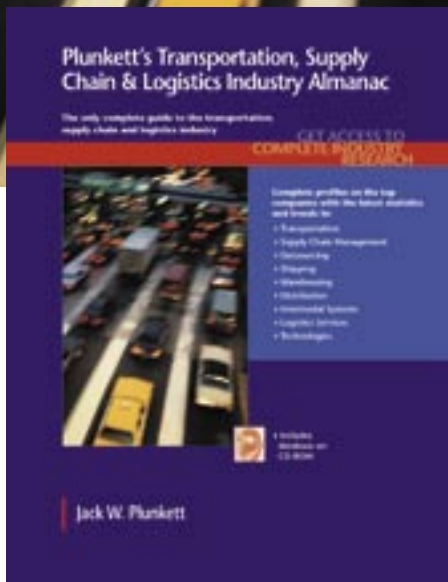
ISBN: 978-1-59392-117-0 | \$299.99 | Includes CD-ROM Database
Publication Date: August 2008

Global cell phone subscriptions now top 3 billion. Meanwhile, wireless networking and wireless Internet access are developing and expanding on a global basis at a rapid rate. Booming technologies include such standards as Wi-Fi and WiMax, as well as Ultra Wide Band (UWB) and Bluetooth. WiMax, with its low cost and range of up to 30 miles, promises to revolutionize the wireless industry. WiMax industry leader ClearWire has put together a stellar list of partners and investors, along with more than \$3 billion in capital.

Telematics, intelligent transportation systems (ITS) and satellite radio will soon create an entertainment, navigation and communications revolution within automobiles and trucks. RFID (radio frequency identification) will revolutionize wireless tracking, inventory and logistics at all levels, from manufacturing to shipping to retailing. New mobile subscription and advertising opportunities abound for companies ready to embrace mobile subscribers. Consumers in nations such as Japan and South Korea have already shown that they are more than willing to access quality mobile content and next generation services on a subscription basis, including news, TV via cellphone, animation and filmed entertainment scripted and adapted for the small, mobile screen.

Our highly-regarded Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac cover these developments in exacting detail.

1. Analysis of wireless and cellular telecommunications business trends, technologies and markets, including 3G data services
2. Wireless and cellular telephone industry statistics and tables
3. A discussion of mobile content, including subscription-based news, music, mobile TV and filmed entertainment
4. An analysis of consumer trends in advanced mobility markets such as South Korea and Japan
5. An analysis of wireless networks and wireless Internet access, including the use of Wi-Fi, MIMO and WiMax, Bluetooth and Ultra Wide Band (UWB) in the home and in the office
6. Profiles of major cellular telephone service and wireless telecommunications companies such as AT&T Wireless (formerly Cingular), Sprint Nextel and Verizon Wireless
9. Competitive intelligence regarding wireless entertainment, navigation and communication devices in cars and trucks, including ITS (intelligent transportation systems) and telematics (such as OnStar)
10. Competitive analysis of trends in RFID (radio frequency ID tags) in logistics, inventory and distribution



Plunkett's Transportation, Supply Chain & Logistics Industry Almanac 2009

ISBN: 978-1-59392-142-2 | \$299.99 | Includes CD-ROM Database
 Publication Date: March 2009

In this exciting new reference, we take a broad look at the business of transportation, including supply chain management, logistics and procurement. Many manufacturers and retailers have found that they can use state of the art supply chain management to reduce inventory and warehousing costs while speeding up delivery to the end customer.

The Internet and advanced information technology systems have made radical improvements throughout the supply chain, many linked with trends towards outsourcing and offshoring. Meanwhile, booming growth in shipments to and from China is creating both bottlenecks and opportunities.

Technologies of many types are creating a revolution in tracking goods and components from the source to the shipper to the distribution system to the end user. RFID (radio frequency ID tags) will further transform this part of the business in short order.

This carefully-researched book (which includes a database of leading companies on CD-ROM) is a complete market research and business intelligence tool – everything you need to know about the business of transportation including:

1. RFID (radio frequency ID tags) and their affect on businesses of all types
2. Air transportation and air cargo
3. Ocean shipping
4. Rail transportation
5. Trucking, including less than truckload (LTL)
6. Courier and overnight delivery, services and systems
7. Globalization, offshoring and outsourcing, and their effects on transportation
8. Changes in retail store chains' logistics and direct-to-store inventory methods
9. The latest in passenger aircraft design
10. Challenges faced by major airports
11. Challenges in security at ports, airports and railways

You'll find a complete overview, industry analysis and market research tool 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 includes our proprietary, in-depth profiles of hundreds of the leading companies in all facets of the business of transportation, shipping, supply chain management, distribution, warehousing, logistics and information systems. Here you'll find complete profiles of the companies making news today.

"These books go beyond the usual business listing service to provide important criteria and details essential for long-term business analysis and industry trends."
Midwest Review of Books

IndustryNotesm

China Invests Billions in High-Speed Trains

Some of the most ambitious transportation infrastructure investments the world has ever seen are taking place in China, where about 9% of GDP is invested annually in infrastructure of all types. This is creating tremendous opportunities for suppliers of engineering services and transportation equipment. The Chinese government recently unveiled a \$160 billion, five-year plan to build 10,540 miles of new railroad track. The plan will increase China's national network to more than 55,800 miles. Of that network, 4,340 miles of new track will be solely dedicated to high-speed passenger trains with top speeds of more than 200 miles per hour (China transports an average of 7.6 million passengers per kilometer of rail per year, which is approximately six times the global average).

Order Today! 2009 Industry Reference & Market Research Titles

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Plunkett's Advertising & Branding Industry Almanac 2009
ISBN 978-1-59392-118-7 Apr 2009 \$299.99 451 pages

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ISBN 978-1-59392-119-4 Sept 2008 \$299.99 463 pages

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Automobile

Plunkett's Automobile Industry Almanac 2009
ISBN 978-1-59392-122-4 Oct 2008 \$299.99 538 pages

Chemicals, Coatings & Plastics

Plunkett's Chemicals, Coatings & Plastics Industry Almanac 2009
ISBN 978-1-59392-125-5 Aug 2008 \$299.99 491 pages

Computers, E-Commerce & Internet

Plunkett's E-Commerce & Internet Business Almanac 2009
ISBN 978-1-59392-115-6 Mar 2009 \$299.99 568 pages

Plunkett's InfoTech Industry Almanac 2009
ISBN 978-1-59392-116-3 Feb 2009 \$299.99 650 pages

Consulting, Outsourcing & Offshoring

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