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Our philosophy is that business data should be available in one comprehensive tool – a 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. We strive to meet these goals in both our printed and electronic products.

Our customer base continues to grow worldwide, and I like to think it’s because we provide information that is on-target for the needs of business and academia today, while our prices enable customers to meet their tight budgets.

During the past several months, Executive Editor Martha Plunkett and I visited customers and made speeches in Singapore, Thailand and India. I made the keynote speech at the Special Libraries Association (SLA) annual conference in New Delhi at the end of 2008. In the U.S. during 2009, we made presentations to more than 500 people at the Association of College and Research Libraries (ACRL) annual meeting in Seattle and to 400 people at the Special Libraries Association annual conference in Washington, D.C. We expanded our “Librarians Rock – Support Your Library” program by giving thousands of t-shirts with that slogan to library supporters and professionals worldwide.

For 2010, I know our 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. Also, we recently launched a complete enhancement and redesign of our Plunkett Research Online site. 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

The environment for business executives, government leaders, consultants, students, investors and job seekers is now more challenging than ever before. Plunkett data and innovative tools are widely recognized as a tremendous aid to people attempting to find the best business opportunities, employment prospects and investment ideas.

Best regards, and best wishes for a prosperous and productive 2010.

Jack W. Plunkett
CEO & Publisher
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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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Complete data from ALL of Plunkett’s Industry Almanacs is available online through subscription plans tailored to fit your organization. Search, view and export our industry analysis, statistics and company profiles online.

**BEETTER – MyResearchAccount℠ at Plunkett Research Online**
- Now, individual users within a subscribing organization (employees, consultants, biz school students, etc.) can set up personal research profiles.
- 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.
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 and 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

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.
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.
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 Global Automobile Industry Crisis. By 2009, the global automobile industry was in crisis mode. Even outstanding firms like Toyota and Honda were suffering from slow sales. Many auto makers were short of cash — some, including Saab, GM and Chrysler, took bankruptcy. Vast changes are underway for manufacturers and sellers of cars, trucks, parts and components if they are to remain viable. A handful of car companies, notably Hyundai and Kia of Korea, along with China’s BYD Co., have extremely bright prospects due to innovative products offered at bargain prices. Meanwhile, consumers have made a dramatic shift toward fuel efficient vehicles, and the outlook for plug-in electric hybrids is bright.

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

Industry Note

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.
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 and 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
Worldwide, the total number of people using the Internet will soon reach 2 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 150 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
Plunkett’s InfoTech Industry Almanac 2010

Publication Date: February 2010

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

“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

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.

“Intriguing reference...interesting articles on the industry’s trends...Plunkett’s contains more information on the firms that are included.”

Library Journal
Plunkett’s Consulting Industry Almanac 2010

Publication Date: June 2010

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
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.
ENERGY

Plunkett’s Energy Industry Almanac 2010

Publication Date: December 2009

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

IndustryNote

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%.
There are few industry sectors in the world today with more potential than renewable energy. Today, fluctuating (and at times extremely high) oil and gas prices have created a renewed interest in all things energy-efficient. Renewable energy sources and cleaner-burning fuels are of great appeal to the large number of consumers who have developed an interest in protecting the environment. For example, surveys have shown that some consumers would be willing to pay somewhat more for electricity if they knew it was coming from non-polluting, renewable sources.

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
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.
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 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
Plunkett’s Nanotechnology & MEMS Industry Almanac &

Plunkett’s Nanotechnology & MEMS Industry Almanac presents a complete analysis of the nanotechnology business, including the convergence of nanoscale, 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, spreadsheet 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
Entertainment & Media Industry Almanac 2010

Publication Date: January 2010

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

www.plunkettresearch.com  713.932.0000
Plunkett’s Banking, Mortgages & Credit Industry Almanac 2010

Publication Date: November 2009

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.

“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
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.
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.
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
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 pharmaceuticals 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

"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
Plunkett’s Health Care Industry Almanac 2010

Publication Date: October 2009

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.

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

"...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

IndustryNote™

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.
The Almanac of American Employers 2010

Publication Date: October 2009

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 2010

ISBN: 978-1-59392-165-1 | $299.99 | Includes CD-ROM Database
Publication Date: March 2010

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.
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, spreadsheets 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 the book 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 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.
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

Homebuyers Go Online
In 1995, only 2% of homebuyers used the Internet to find a home. Plunkett Research estimates that as of 2009, 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.
Plunkett’s Retail Industry Almanac 2010

Publication Date: December 2009

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 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

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).
Plunkett’s Sports Industry Almanac 2010

Publication Date: July 2009

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.
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
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
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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
7. Competitive intelligence regarding wireless entertainment, navigation and communication devices in cars and trucks, including ITS (intelligent transportation systems) and telematics (such as OnStar)
8. Competitive analysis of trends in RFID (radio frequency ID tags) in logistics, inventory and distribution
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Publication Date: April 2010

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