

High Growth Segments of Digital Book Printing: Market Analysis & Forecast



A new landmark INTERQUEST study which complements and updates *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast (2005)*



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Study Methodology

The study is based on an in-depth survey of 60 North American and European book manufacturers, printers, and publishers, conducted from February through June 2007. The report also incorporates findings from interviews with equipment vendors, as well as other research related to digital book printing recently conducted by INTERQUEST.

Who Should Buy?

- Manufacturers, OEMs, Resellers of:
 - Digital printing systems
 - Conventional printing equipment
 - Pre- and post-processing/finishing equipment
 - Printing software solutions
 - Paper, ink, toner and other consumables
- Print-for-pay Operations
 - Book manufacturers/printers
 - Commercial printers
 - Digital printers
 - Service bureaus
 - Outsourcing organizations
- Publishers
 - Book publishers
 - University presses
 - Multi-media publishers
 - Self-publishing companies
- Book marketing sellers
 - Distributors
 - Wholesalers
 - Retailers
- Other
 - Non-profit/education organizations
 - Government agencies
 - Consulting firms

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations

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Over the last 17 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, color printing and variable imaging, and pre- and post-processing/finishing.

Consulting services

We have conducted multiple consulting projects for leading industry players around the world. These include printing and finishing equipment vendors, software companies, print providers, end-user companies, and trade organizations.

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Since 2003 INTERQUEST has conducted numerous seminars covering topics such as color production printing and variable imaging in graphics arts and vertical markets, as well as digital printing in government and higher education. In 2006 and 2007, INTERQUEST organized "The Digital Book Printing Forum" during the Book Business Expo & Conference held in New York City.

Books & guides

We offer books and guides on that are being used by many organizations including equipment vendors, print providers, and user companies to educate their sales, marketing, and technical staff as well as their customers and resellers.

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INTERQUEST—in association with Xplor International—has produced a series of video/CD-ROMs related to electronic document output. These programs address the needs of both vendor and end user organizations. We have also developed customized video/CD-ROM programs for a number of industry clients.

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