

In this text the author addresses some of the key issues confronting advertising managers in the diverse business publishing industry, namely: what is the state and structure of the publishing industry in the US?; how does the business publishing industry fit into the highly structured communications network?; how does the advertising community view business publications?; have mergers and acquisitions affected the business publishing industry (and if so, how?); and what impact will the economic unification of Europe and the emergence of a significant market in the Pacific Rim have on the US business publication industry? Greco presents 39 case studies of major publishing firms, including McGraw-Hill, Maxwell Communications, and Harcourt, Brace and Jovanovich.

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