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# BUSINESS-TO-BUSINESS MARKETING 2023

6<sup>th</sup> Edition | July 2022 | ISBN: 9781577833161 | ISSN: 2472-4955 | 232 pages | \$385.

*Business-to-Business Marketing 2023* presents statistics on B2B spending, comparisons of the effectiveness of marketing tactics, surveys of marketers and end-users, and analyses of trends in the B2B marketplace. Topics include analytics, B2B media advertising, B2B e-commerce, behavioral marketing, business directories and databases, content marketing, creating customer awareness, customer relationship management, direct marketing, distribution channels, email marketing, engagement, event marketing, integrated marketing communications, lead generation, lead management, lead nurturing, marketing automation, mobile marketing, networking, online video, organic and paid search, sales staff, social media marketing, sponsorships, sports marketing, software tools, trade show marketing, website traffic, and more.

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# CONSUMER BEHAVIOR 2023

16<sup>th</sup> Edition | July 2022 | ISBN: 9781577833178 | ISSN: 2380-8268 | 306 pages | \$385.

Consumer spending accounts for 70% of the U.S. gross domestic product, or over \$16 trillion. *Consumer Behavior 2023* assesses how this spending is distributed and the consumer behaviors that affect spending.

*Consumer Behavior 2023* presents dozens of surveys analyzing consumer spending characteristics, behavioral responses, and preferences. Easy-to-read summaries of current research and other information useful for retailers, marketers, advertisers, and business consultants are presented. While there are other publications focusing on general consumer behavioral topics, *Consumer Behavior 2023* is the only resource that integrates the full spectrum of applied consumer psychology, demographics, and purchasing influences with major consumer surveys. Over 850 embedded website links will direct you to raw data, additional market research, and other resources.

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# CONSUMER MARKETING & ADVERTISING 2023

8<sup>th</sup> Edition | July 2022 | ISBN: 9781577833192 | ISSN: 2472-4920 | 293 pages | \$385.

*Consumer Marketing & Advertising 2023* assesses leading approaches for marketing to consumers – from media advertising to social media marketing, from direct mail to email, and from customer service to experiential marketing. Consumer marketing tactics are categorized into 60 topics, each presented in a separate chapter. Current market research and statistics, an analysis of effectiveness, surveys of marketers and consumers, and discussions of trends are presented for each. The handbook also examines overall marketing strategies including analytics for ROI, budget distribution, and prioritization. Over 1,200 embedded website links will direct you to raw data, additional market research, and other resources.

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# CONSUMER USE OF THE INTERNET & MOBILE 2023

7<sup>th</sup> Edition | July 2022 | ISBN: 9781577833208 | ISSN: 2472-4874 | 139 pages | \$385.

RKMA first wrote about the Internet (then called Arpanet) in 1984. *Consumer Use of the Internet & Mobile* continues our assessment of the sector.

Providing insight into the 230 million U.S. adult Internet users, *Consumer Use of the Internet & Mobile 2023* assesses online activities and content, e-commerce spending, mobile access to the web, apps, and more.

Internet and mobile-media market data are scattered throughout a myriad of sources. This handbook compiles top-line consumer Internet use and expenditure data into a single easy-to-use reference, with information sourced from top research organizations. Market data is presented along with analyses of trends and projections on how Internet use will evolve. The handbook also assesses mobile Internet access and apps.

Select topics include accuracy of online information, blogs, consumer reviews, digital music, digital video, gaming, photo sharing, privacy concerns, security concerns, social media user demographics, the Metaverse, and the Internet of Things.

Among the statistics presented are monthly traffic visits for over 3,500 consumer websites.

Along with top-line data, the handbook provides over 1,200 links to additional resources for more in-depth assessments.

*Consumer Use of the Internet & Mobile Web 2023* serves as both a strategic planning guide for business executives in all sectors, from portals and content developers to marketers and researchers, as well as a comprehensive reference for academic libraries.

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# ENTERTAINMENT & LEISURE MARKET RESEARCH 2023

19<sup>th</sup> Edition | July 2022 | ISBN: 9781577833222 | ISSN: 1946-0732 | 258 pages | \$385.

*Entertainment & Leisure Market Research 2023* presents an in-depth assessment of leisure, examining the market within the scope of such topics as cultural & creative activities, gambling & wagering, gardening, genealogy, hiking & camping, hobbies, holiday festivities, hunting & fishing, lifestyle activities, nightlife, sports & recreation, theme parks, and yoga. In all, 44 unique segments of leisure are assessed, covering virtually every major activity where consumers spend their non-working time and discretionary income. Most chapters provide statistics on participation and expenditures, market characteristics and trends, demographics, and a list of resources for further research.

*Entertainment & Leisure Market Research 2023* also provides comprehensive data on consumer use of media. Segments covered include filmed entertainment, home entertainment, live performances, radio, recorded music, television, video games, and more.

Over 700 embedded website links will direct you to raw data, additional market research, and other resources.

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# RESTAURANT, FOOD & BEVERAGE MARKET RESEARCH 2023

20<sup>th</sup> Edition | July 2022 | ISBN: 9781577833239 | ISSN: 2472-5250 | 336 pages | \$385.

With a thorough and in-depth analysis of the \$700 billion restaurant and foodservice industry, *Restaurant, Food & Beverage Market Research 2023* provides consumer spending data, market forecasts, and trends assessments.

The trends assessments include discussions of consumer behavioral trends, dining trends, daypart analysis (including snacks and late-night), mealpart analysis, and more. Comprehensive demographic data for all dayparts at full-service and quick-service restaurants, as well as an analysis of restaurant spending in each state and dining statistics for metropolitan areas, are provided.

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# RETAIL & E-COMMERCE MARKET RESEARCH 2023

21<sup>th</sup> Edition | July 2022 | ISBN: 9781577833246 | ISSN: 2472-5811 | 202 pages | \$385.

*Retail & E-Commerce Market Research 2023* provides the most comprehensive retail market data and analyses available in any reference.

In its 20<sup>th</sup> edition, *Retail & E-Commerce Market Research 2023* presents the following:

- Year-end and historical market data by sector
- Trends and current business activities
- Comprehensive data on e-commerce spending and trends
- Review of the financial performance of market leaders
- Assessment of retail shopper satisfaction
- Profile of malls and shopping centers
- Assessment of consumer packaged goods, health/beauty/cosmetics, home furnishings, licensed merchandise, and luxury brands
- Holiday, back-to-school, and back-to-college spending data

Over 850 embedded website links will direct you to raw data, additional market research, and other resources.

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# SPORTS MARKETING 2023

21<sup>th</sup> Edition | July 2022 | ISBN: 9781577833253 | ISSN: 2472-5706 | 328 pages | \$385.

*Sports Marketing 2023* is a comprehensive analysis of spectator sports, sports media, professional sports franchises, and sports marketing.

*Sports Marketing 2023* provides the most recent statistics and data available on the \$400 billion sports marketplace.

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# TRAVEL & TOURISM MARKET RESEARCH 2023

19<sup>th</sup> Edition | July 2022 | ISBN: 9781577833260 | ISSN: 2472-5803 | 326 pages | \$385.

*Travel & Tourism Market Research 2023* provides the most comprehensive compilation of traveler spending and tourist visitor statistics available in any published reference. It is designed to be a strategic business planning resource for executives in all travel and tourism organizations. The handbook is used as a reference by most colleges and universities with a hospitality, hotel management, or tourism curriculum. Previous editions were purchased by virtually all state travel offices, most convention and visitor bureaus, and dozens of corporations in all sectors of the travel and tourism business. Visitor and expenditure statistics for major cities and tourist destinations are provided based on RKMA survey data.

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# U.S. CITIES & COMMUNITIES 2023

2<sup>nd</sup> Edition | July 2022 | ISBN: 9781577833277 | ISSN: 2770-8039 | 254 pages | \$385.

*U.S. Cities & Communities 2023* presents dozens of surveys analyzing consumer-related characteristics of U.S. cities. Participation in activities including dining out, music concerts, spectator sports, and travel is assessed on a city-by-city basis. This business reference identifies the best cities to live and retire, the best managed cities, the best public school systems, the best educated cities, the cities best poised for recovery from the pandemic, and more.

*U.S. Cities & Communities 2023* is a valuable resource for socio-demographic and economic research, business strategic planning, and site selection.

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