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- *Consumer Behavior 2021-2022*
- *Entertainment, Media & Advertising Market Research Handbook 2021-2022*
- *Healthcare Business Market Research Handbook 2021-2022*
- *Leisure Business Market Research Handbook 2021-2022*
- *Retail Business Market Research Handbook 2021-2022*
- *Travel & Tourism Market Research Handbook 2021-2022*

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RKMA is pleased to provide 30-day trial access for evaluation of titles.

Please contact Richard Miller directly at (888) 928-7562 or richard.miller@rkma.com with any questions or to order your **eBook Package**.

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CONSUMER BEHAVIOR 2021-2022

14th Edition | August 2020 | ISBN: 9781577832998 | 477 pages
\$485.00 (electronic edition)

Consumer spending accounts for 70% of the U.S. gross domestic product, or over \$11.6 trillion. *Consumer Behavior 2021-2022* assesses how this spending is distributed, the consumer behaviors that affect spending, and marketing techniques used by companies to maintain or expand their markets.

Consumer Behavior 2021-2022 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 2021-2022* is the only resource that integrates the full spectrum of applied consumer psychology, demographics, and purchasing influences with major consumer surveys.

The demographics chapters present valuable insight into 25 segments, including the Hispanic, African-American, Asian-American, Baby Boomer, Generation X, Millennial, LGBT, affluent consumer groups, and more.

Over 650 website links – directly embedded into the electronic edition – will direct you to additional market research and other resources.

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HEALTHCARE BUSINESS MARKET RESEARCH HANDBOOK 2021-2022

21st Edition | August 2020 | ISBN: 9781577832911 | 557 pages
\$485.00 (electronic edition)

Healthcare Business Market Research Handbook 2021-2022 presents a comprehensive analysis of the \$3.2 trillion U.S. healthcare marketplace with the most recent statistics and data available.

Healthcare business and market data are scattered through a myriad of sources. The value of the handbook is that it compiles top-line data into a single easy-to-use reference, with information sourced from over 70 professional organizations, federal health agencies, top market analysts, and news sources. The handbook includes assessments and discussions on topics such as quality and patient safety, electronic health records, patient satisfaction, health plan assessment, Medicare and Medicaid, prescription drug use, top issues confronting hospitals, and more.

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ENTERTAINMENT, MEDIA & ADVERTISING MARKET RESEARCH HANDBOOK 2021-2022

17th Edition | August 2020 | ISBN: 9781577832904 | 346 pages
\$485.00 (electronic edition)

Media and advertising market data are scattered through a myriad of sources. *Entertainment, Media & Advertising Market Research Handbook 2021-2022* compiles top-line data into a single easy-to-use reference. Segments covered include filmed entertainment, home entertainment, live performances, local advertising, magazines, mobile media, news media, newspapers, outdoor advertising, place-based video advertising, radio, recorded music, television, the Internet, video games, and more.

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LEISURE BUSINESS MARKET RESEARCH HANDBOOK 2021-2022

8th Edition | August 2020 | ISBN:781577832928 | 428 pages
\$485.00 (electronic edition)

Leisure Business Market Research Handbook 2021-2022 presents an in-depth assessment of leisure, examining the market within the scope of such topics as entertainment & amusement, cultural & creative activities, hobbies, lifestyle activities, and sports & recreation. In all, 95 unique segments of leisure are assessed, covering virtually every 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.

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RETAIL BUSINESS MARKET RESEARCH HANDBOOK 2021-2022

19th Edition | August 2020 | ISBN:9781577832935 | 356 pages
\$485.00 (electronic edition)

Retail Business Market Research Handbook 2021-2022 provides the most comprehensive retail market data and analyses available in any reference.

Now in its 19th edition, *Retail Business Market Research Handbook 2021-2022* presents the following:

- Year-end and historical market data by sector
- Trends and current business activities
- Discussion of emerging e-commerce, mobile commerce, and social commerce markets
- Review of the financial performance of market leaders
- Retail brand valuations
- 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
- In-depth analysis of supermarket and drugstore segments
- Analysis of the bridal and wedding market

Over 800 website links – directly embedded into the electronic edition – provide access to additional market research and other useful resources.

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TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2021-2022

17th Edition | August 2020 | ISBN: 81577832942 | 654 pages
\$485.00 (electronic edition)

Travel & Tourism Market Research Handbook 2021-2022 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. 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. The handbook is also used as a reference by most colleges and universities with a hospitality, hotel management, or tourism curriculum.

With a thorough and in-depth assessment of the travel market, this biennial reference covers such key topics as air travel, business travel, arts tourism, beaches, cruises, cultural and heritage tourism, economic impact of travel, fairs and festivals, hotels and resorts, leisure & family travel, nightlife, parks, performing arts, recreational activities, seasonal travel, spas, spectator sports, theme parks, traveler shopping, and more.

The handbook presents visitor and expenditure statistics for major cities and tourist destinations based on RKMA survey data.

Travel & Tourism Market Research Handbook 2021-2022 will guide tourism development with its analysis of traveler activities, online travel planning, and promotional strategies.

Over 3,500 website links – directly embedded into the electronic edition – will direct you to additional market research information and other resources.

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BUSINESS-TO-BUSINESS MARKETING 2020-2021

4th Edition | September 2019 | ISBN: 9781577832829 | 355 pages
\$485.00 (electronic edition)

Business-to-Business Marketing 2020-2021 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. Over 1,200 website links - directly embedded into the electronic edition - will direct you to additional market research and other resources.

B2B marketers will gain insight from the broad scope of information in *Business-to-Business Marketing 2020-2021*. For academic libraries, *Business-to-Business Marketing 2020-2021* is an essential reference that supports business management and marketing curricula.

Business-to-Business Marketing 2020-2021 makes clear strategies and tactics applicable to the B2B marketplace. The companion handbook, *Consumer Marketing 2020-2021*, focuses on the B2C market.

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CONSUMER MARKETING 2020-2021

6th Edition | September 2019 | ISBN: 9781577832836 | 382 pages
\$485.00 (electronic edition)

Consumer Marketing 2020-2021 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 2020-2021 categorizes consumer marketing tactics into 52 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.

Select topics include behavioral targeting, big data, branding, buy American initiatives, cause marketing, celebrity endorsements, consumer segmentation, consumer tracking, content marketing, crowdsourcing, customer engagement, customer relationship management, green marketing, lead generation, loyalty programs, market research, out-of-home advertising, place-based video advertising, sampling, shopper (in-store) marketing, sponsorships, sports marketing, and word-of-mouth. Over 1,200 website links – directly embedded into the electronic edition – will direct you to additional market research and other resources.

Consumer Marketing 2020-2021 is designed to be a strategic business planning resource for marketing executives in all consumer business segments. *Consumer Marketing 2020-2021* is also an essential reference for academic libraries that support business management and marketing curricula.

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CONSUMER USE OF THE INTERNET & MOBILE WEB 2020-2021

5th Edition | September 2019 | ISBN: 9781577832843 | 424 pages
\$485.00 (electronic edition)

Providing insight into the 207 million U.S. adult Internet users, *Consumer Use of the Internet & Mobile Web 2020-2021* assesses online activities and content, e-commerce spending, mobile access to the web, digital advertising, 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, 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 2,000 links to additional resources for more in-depth assessments.

This biennial handbook 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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INTERNATIONAL CONSUMER MARKETS 2020-2021

4th Edition | September 2019 | ISBN: 9781577832867 | 453 pages
\$485.00 (electronic edition)

Total global consumer spending tops \$46.4 trillion. This market is assessed by region, country, and sector in *International Consumer Markets 2020-2021*.

Fifteen countries account for 75% of global GDP; the economy of each exceeds \$1 trillion. *International Consumer Markets 2020-2021* presents a comprehensive analyses of the marketplace in these countries (excluding the U.S.). Analyses is also presented for eight regions: Africa, the Arab States of the Gulf, the Caribbean, Central Asia-Europe, the European Union, Latin America, Nordic Countries, and Southeast Asia. Countries are indexed and ranked based on consumer confidence, economic growth, global competitiveness, market attractiveness, market risk, market saturation, quality of life, and 14 other characteristics.

The scope of the global consumer includes wealth, discretionary spending, spending on luxury goods, and growth in the middle class. Analyses also include global cities, emerging economies, and urbanization.

International Consumer Markets 2020-2021 assesses the following sectors:

- \$17.3 trillion retail market
- \$ 7.8 trillion travel & tourism sector
- \$ 7.1 trillion spending for healthcare and pharmaceuticals
- \$ 6.5 trillion spending worldwide for food and beverages
- \$ 2.8 trillion restaurant and foodservice sector
- \$ 1.6 trillion e-commerce sales
- \$ 0.7 trillion entertainment & media market

Profiles of global market leaders are presented and over 900 website links - directly embedded into the electronic edition - will direct you to additional market research and other resources. Appendices provide contact information for hundreds of market resources.

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RESTAURANT, FOOD & BEVERAGE MARKET RESEARCH HANDBOOK 2020-2021

18th Edition | September 2019 | ISBN: 9781577832874 | 613 pages
\$485.00 (electronic edition)

With a thorough and in-depth analysis of the \$700 billion restaurant and foodservice industry, *Restaurant, Food & Beverage Market Research Handbook 2020-2021* 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.

Restaurant, Food & Beverage Market Research Handbook 2020-2021 will guide restaurant business development with its analysis of menu trends, culinary themes, alcoholic and refreshment beverage trends, and promotional strategies.

The handbook analyzes post-recession consumer spending, discusses restaurant strategies for growth, and identifies market opportunities brought on by changing consumer behaviors.

Restaurant, Food & Beverage Market Research Handbook 2020-2021 includes content from *The Beverage Market Research Handbook*, previously published as a separate reference handbook by RKMA.

Over 900 website links are included in the handbook to guide you to additional resources.

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SPORTS MARKETING 2020-2021

19th Edition | September 2019 | ISBN: 9781577832881 | 584 pages
\$485.00 (electronic edition)

Sports Marketing 2020-2021 is a comprehensive analysis of spectator sports, sports media, professional sports franchises, and sports marketing. First published in 1997, this is RKMA's 19th assessment of the U.S. sports business and our most comprehensive assessment of the sports business ever.

Available in hardcopy and PDF formats, *Sports Marketing 2020-2021* will provide you with the most recent statistics and data available. This assessment of the \$400 billion sports marketplace includes 15 categories of spectator sports, 32 marquee sports events, 116 major league sports franchises, advertising, sports participation, sporting goods, sports-related travel, golf, tennis, collegiate sports, women's professional sports, and the minor leagues. Sports marketing topics include sports broadcasting and advertising, periodicals, sports online, mobile media, licensing, sponsorships, and athlete endorsements.

Previous editions have been used by advertising agencies, professional sports teams, sports agents, public and college libraries, and university sports management programs. This is the best selling publication of its kind available from any source.

Over 1,900 website links – directly embedded into the electronic edition – will direct you to additional market research and other resources important to the sports business marketplace.

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