

## Plunkett's Almanac of Middle Market Companies 2013



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*(Aisha Swift)*

## PLUNKETT'S ALMANAC OF MIDDLE MARKET COMPANIES 2013



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Plunkett Research, Ltd. Paperback. Book Condition: new. BRAND NEW, Plunkett's Almanac of Middle Market Companies 2013, Jack W. Plunkett, Plunkett's Almanac of Middle Market Companies 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. It covers competitive intelligence, market research and business analysis-everything you need to identify and develop strategies for middle market corporations. Coverage includes all major business sectors, from InfoTech, to health care, to telecommunications and much more (We have intentionally omitted retail companies and banks). These profiles and details on over 500 middle market firms, both public and private, are pulled from our extensive company and industry databases. We also include a glossary and a listing of relevant industry associations. 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. Purchasers will find a form in the book enabling them to register for 1-year, 1-seat online access to tools at Plunkett Research Online, including the ability to view the market research/industry trends section and industry statistics. You have access, at no additional charge, to the very latest data posted to Plunkett Research Online. Online tools enable you to search and view selected companies, and then 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.



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