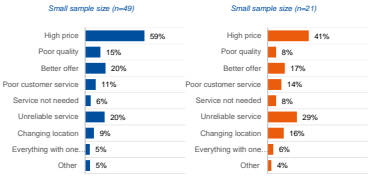
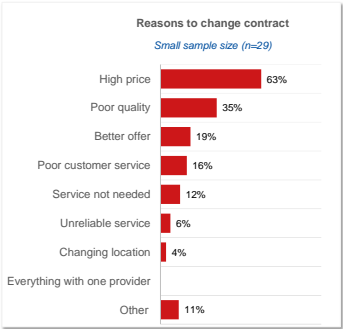




COMPETITIVE PROFILING IN PUBLISHING, EDUCATION AND TRAINING

PROJECT BACKGROUND

One of our customers – a global leader in publishing, education, and training was looking for a market assessment including detailed competitive insights on a specific area of training and education, related to their publishing business as well.



GEMSEEK'S ROLE

GemSeek scoped and executed an in-depth qualitative study as well as a small sample quantitative study with public and private sector executives and company representatives. We supplemented the findings from these with detailed secondary research. Overall, we delivered a cohesive snapshot of current market environment and future trends in the coming years, as well as accurate assessment of the potential.

