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Market intelligence report from ACCUCOMS highlights untapped opportunities for publishers in Latin America

ACCUCOMS BV, a leading provider of sales and marketing services to academic publishers, today released the first of a planned series of market intelligence reports designed to help publishers take advantage of market opportunities.

This first report focuses on the Latin American market. An overview of the financial position of the region is presented alongside the results of market research undertaken by ACCUCOMS to identify what kind of resources librarians are currently buying, what they plan to buy in the future, and how they prefer to be contacted. Finally, the report recommends steps that publishers should take to increase their sales effectiveness in this region.

“We’re committed to helping our clients find new sales opportunities and believe in tailoring our approach for different markets,” said Pinar Erzin, Managing Director of ACCUCOMS. “Latin America is benefiting from its strong links with China and looks set for rapid growth. Publishers need to be quick to establish themselves in this market. Our research indicates that to be successful publishers need to be able to talk to customers in their own language and provide responsive customer service – ACCUCOMS can offer support in both these areas.” Other factors that the market research highlighted as being of importance included stable pricing and flexible business models.

The report highlights the rapid growth in Internet usage in Latin America and as a result online resources are becoming a significant and growing part of a library’s collection. Librarians taking part in the ACCUCOMS survey felt optimistic about their economic position and future growth. They anticipated an increase in their budgets for online products, with investment focusing particularly on e-books, online databases and journals. They felt that by investing in online products they would benefit from reduced space costs and their users would benefit from ease of access.

For an overview of this market and key recommendations for increasing sales effectiveness in the region, please visit the ACCUCOMS website where you can download a free copy of this report:

http://www.accucoms.com/about/Accucoms_MI1.pdf

About ACCUCOMS

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with a satellite office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales representation and support, market research and customer service.

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