



The Experts' Guide to the Postsecondary Market

By Paula Maylahn

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Like its companion, The Experts' Guide to the K-12 School Market, this publication is a collection of articles from industry experts. Articles providing a general overview of issues in the Higher Education market are followed by chapters on Business Strategies, Product Development, Marketing and Sales. Here's what education industry experts are saying about the SIIA Experts' Guide to the Postsecondary Market: "Wish you could get the postsecondary market's leading thinkers to answer your burning business questions? Other than getting them all in a room on your nickel, you'll want SIIA's latest Experts' Guide. It has it all: informed views from the trenches, academia, customers and vendors; insights into technology trends including eBooks, tablets, virtualization and SaaS; and the latest on international, email and social media marketing. Save money, buy the Guide." — Nelson B. Heller, Ph.D., president, EdNET/Heller Report "A must-read for educational technology professionals in the higher education, career, and vocational markets, the Experts' Guide provides rich market overviews combined with expert commentary from thought leaders in the educational information industry. New participants and experienced players alike will find the Experts' Guide instructional, insightful, and invaluable as a reference and resource." — Kurt Gerdenich, VP, Cengage Learning "The Guide is a valuable repository of information and insights into the trends, technologies and disruptive business models shaping the future of the higher education market." — Jeff Shelstad, CEO, Flat World Knowledge, Inc.

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