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Abstract

Italian Print On Demand Market: Status 2007 and Forecast to 2012

Report Fast Facts

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Abstract

This country forecast provides an analysis of the Italian digital production printing market. It contains placement and market share values for 2007 and a forecast from 2008 to 2012, including growth prospects for equipment, consumables, services, and the value of pages produced by digital printing processes in the print on demand and data centre environments. An overview of size, structure, and trends in the Italian printing industry is also provided. This document analyses major demand drivers for the Italian market, including advertising expenditures, the publishing market, the IT industry, and the labour market.

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