



# The 2011 Import and Export Market for Printed Books, Pamphlets, Maps, and Globes Excluding Advertising Material in Poland

*Icon Group International*

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On the demand side, exporters and strategic planners focusing on printed books, pamphlets, maps, and globes excluding advertising material in Poland face a number of questions. Which countries are supplying printed books, pamphlets, maps, and globes excluding advertising material to Poland? How important is Poland compared to others in terms of the entire global and regional market? How much do the imports of printed books, pamphlets, maps, and globes excluding advertising material vary from one country of origin to another in Poland? On the supply side, Poland also exports printed books, pamphlets, maps, and globes excluding advertising material. Which countries receive the most exports from Poland? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers?

This report was created for strategic planners, international marketing executives and import/export managers who are concerned with the market for printed books, pamphlets, maps, and globes excluding advertising material in Poland. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for printed books, pamphlets, maps, and globes excluding advertising material for those countries serving Poland via exports, or supplying from Poland via imports. It does so for the current year based on a variety of key historical indicators and econometric models.

In what follows, Chapter 2 begins by summarizing where Poland fits into the world market for imported and exported printed books, pamphlets, maps, and globes excluding advertising material. The total level of imports and exports on a worldwide basis, and those for Poland in particular, is estimated using a model which

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