

Industry Information: White Papers & Reports

American Business Media's committees produce a continuous stream of white papers, surveys and reports covering all the disciplines of b-to-b media.

Brand Extension

Case Study Spotlight Series:
Successful B2B Extensions ([PDF](#))

[Case Study Spotlight #9 Part 2 : Product Spin-off](#)
[Case Study Spotlight #11 : E-Newsletters](#)
[Case Study Spotlight #10 : Trade show](#)
[Case Study Spotlight #9 Part 1 : Product Spin-off](#)
[Case Study Spotlight #8 : Directory](#)
[Case Study Spotlight #7: International Licensing & Partnering](#)
[Case Study Spotlight #6: Conferences & Seminars](#)
[Case Study Spotlight #5: Reprints](#)
[Case Study Spotlight #4: Book Distribution](#)
[Case Study Spotlight #3: Special Issues, Ad Sections and Supplements](#)
[Case Study Spotlight #2: Web Sites](#)
[Case Study Spotlight #1: Continuing Education](#)
[Custom Publishing: Opportunities Abound for B-to-B Publishers](#)
[Spinning New Launches from an Existing Brand](#)
[Optimizing the Magazine/High-End Conference Relationship](#)
[Optimizing the Magazine/Trade Show Relationship](#)
[Best Practices of Producing Trade Shows and Seminars](#)

Circulation

[Circulation Code of Preferred Practices](#)
[Circulation Managers Survey](#)

Digital Media

[Going Mobile: How advances in mobile technology are changing global information exchange](#)
[Return on Content](#)
[Best Practices for E-Newsletters](#)

Editorial

[Chief Editors Survey](#)
[Editorial Code of Ethics](#)
[Chief Editor's Survey](#)
[Guide to Preferred Editorial Practices on the Web](#)

Electronic Media

[Electronic Media Survey](#)
[Legal Issues Relating to Publishing in New Media](#)

Events

[The Events Industry \(a white paper from DeSilva+Phillips and AMR\)](#)

Human Resources

[Retention Strategies for Key Employees in B-to-B Companies](#)
[Recruiting and Retaining Top Talent](#)
[Best Practices of Telecommuting](#)

International

[International Partnering and Licensing](#) (September 2004)
[Guidelines for Publishing in China](#) (May 2004)
[Business Media Opportunities In India](#) (April 2004)
[Guidelines for Publishing in Japan](#)
[Guidelines for Publishing in Central and Eastern Europe](#) (2002)
[Guidelines for Publishing in Latin America](#) (Nov 2001)
[International Vendor Survey](#)

Production/Manufacturing Technology

[Digital Workflow Survey](#)
[Challenges and Successes in the Migration to a Digital Workflow](#)

Publishers

[Sales Forecasting Survey](#)

[Sales Compensation Survey](#)

[Business Information Resources Survey](#)

Research

[Code of Professional Research Ethics & Practices](#)

[It Pays to Advertise](#)

[Best Practices of Mail and Phone Surveys](#)

Rich Data

The Rich Data Opportunity: B-to-B Media's Brave New Frontier

Strategic Finance & Operations

[Due Diligence for B-to-B Media Mergers & Acquisitions](#)