

## Market Analysis - Introduction to Electrical Engineering

This market has been up and down over the past few years. Some of the volatility may come from overlapping usage with 1-semester circuits texts or course notes (US Air Force Acad recently went to course pack). Our current market size estimate is in the range of 30,000 per year, up a little over 1,500 from 2006 (5%).

PH has consistently been the top publisher in this market, although Rizzoni (McGraw-Hill) held the top spot . . . until a 2003 Fourth Edition with some error problems left the door open. Since then, with the exception of Spring 2007, Hambley has been #1. This market seems to respond to revisions, with Hambley's worst 2 semesters (F06 and S07) corresponding with a new edition of the #2 Rizzoni in 2007. However, with a new edition for 2008, Hambley shot up to a 3-year high 50% based on cumulative enrollment (including 300 and 220 copy takeaways from Rizzoni at USNA and UMich), while every other competitor took a dip (comparing Fall 2007 and Fall 2006 numbers). Combined with Kerns/Irwin and Cogdell, PH controlled 64% of the market over the past 3 years and 69% for the Fall 2007 semester.

McGraw-Hill is #2 with the once dominant Rizzoni, out in a new edition for 2007, playing second fiddle to Hambley. While McGraw cleaned up the mistakes of 4/e they have not been able to regain their position and are currently at a 3-year low 29%.

After PH and McGraw, less than 4% of the market is shared by Oxford and Wiley.