

TWM Research

Brief Market Reports

Based on Fall 2010/Spring 2011 Academic Year at ~325 **4-Year Universities in North America**

Environmental Engineering

Market Size Estimate 25,000 per year

Market Leaders:	1) Masters, 3/e, '08 (Prentice Hall)	6,500	26%
	2) Davis, 4/e, '08 (McGraw-Hill)	4,200	17%
	3) Davis/Masten 2/e, '09 (McGraw-Hill)	3,300	13%
	4) Mihelcic '10 (Wiley)	2,600	10%
	5) Botkin 7/e, '10 (Wiley)	1,400	6%
	6) Vesilind 3/e, '10 (Cengage Engineering)	1,300	5%

Note: Market definition includes adoptions of environmental science (Botkin, Cunningham, Nebel, etc) books out of civil engineering. Market is up again, following 18% increase the prior year. Mihelcic (Wiley) was the most successful of the 2010 publications.