

# TWM Research

## Brief Market Reports

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

### Linear Algebra

Market Size Estimate 150,000 per year **↑7%**

Market Leaders:	1) Lay 3/e, '06 (Addison-Wesley)	54,000	36%
	2) Leon 8/e, '10 (Prentice Hall)	12,000	8%
	3) Bretscher 4/e, '09 (Prentice Hall)	11,600	8%
	4) Anton 10/e, '11 (Wiley)	10,500	7%
	5) Poole 3/e, '11 (Brooks/Cole)	7,700	5%
	6) Strang 4/e, '06 (Brooks/Cole)	7,500	5%

Note: Anton has two versions (Elem Linear Algebra and Elementary Linear Algebra with Applications) but they are not always distinguishable – they are thus combined for this report.