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More information from http://www. researchandmarkets. com/reports/564783/ From A to A+ Notebook PC Market Strategies of Acer and Asus. Description: Both in terms of performance and price, notebook PCs are closing the gap with desktop PCs, and the desktop PC replacement phenomenon is becoming increasingly common.

In 2007, notebook PC shipments share of total PC shipments has a chance to reach 40%. In this rapidly growing and competitive market, Taiwanese companies Acer and Asus have maintained high growth rates, and their successes in the Asia-Pacific region, emerging markets, and Europe have attracted much attention. This report analyzes the product strategies, pricing strategies, and distribution systems adopted by Acer and Asus. Contents: Analyzes global notebook PC market development, including a shipment volume forecast for 2007 and shipment growth rates of major brand-name vendors; examines Asus and Acers notebook PC market strategies, including product strategies, price strategies, and channel strategies; looks at Asus and Acers R&D expenses, marketing expenses, and revenue by product type. Global Notebook PC Market Development and Competition Trends Acer Operational Status Product Strategy Channel Strategy Asus Operational Status Product Strategy Channel Strategy Comparison of Asus and Acers Strategies Operational Status Product Strategy Channel Strategy MIC Perspective Appendix Acer, Actebis, Asus, ATI, BMW, Compal, Dell, DesignWorksUSA, Digital China, Ferrari, HP, Ingram Micro, Intel, Inventec, Lamborghini, Microsoft, Nvidia, Quanta, Tech Data, Toshiba, WistronList of Tables Table 1 Acer Notebook PC Specifications Table 2 Acers Distribution Models Table 3 Asus Sales Share by Region Table 4 Asus Notebook PC Specifications Table 5 Asus Channel Structure Table 6 Asus and Acers Production Locations Table 7 Comparison of Asus and Acers Product CharacteristicsList of Figures Figure 1 Global Notebook PC and Desktop PC Shipment Volume, 2001 – 2007 Figure 2 Global Notebook PC Market Volume by Region, 2001 – 2007 Figure 3 Shipment Growth Rates of the Global Top 10 Notebook PC Vendors, 2002 – 2007 Figure 4 Acers Value Chain Figure 5 Acers R&D Expenditures, 2002 – 2006 Figure 6 Marketing Costs Share of Acers Operating Expenses, 2002 – 2006 Figure 7 Acers Revenue by Product, 2003 – 2006 Figure 8 Acer Notebook PC Display Panel Sizes Figure 9 Acer Notebook PC Price Distribution Figure 10 Acers Distribution System Figure 11 Asus Value Chain Figure 12 Asus R&D Expenditure, 2002 – 2006 Figure 13 Marketing Costs Share of Asus Total Operating Expenses, 2002 – 2006 Figure 14 Asus Revenue by Product, 2001 – 2005 Figure 15 Asus Notebook PC Display Panel Sizes Figure 16 Asus Notebook PC Price Distribution Figure 17 AsusDistribution System Figure 18 Product Strategies Used by Acer and Asus Figure 19 Acer Market Expansion Figure 20 Asus Market Expansion Ordering: Order Online – http://www. researchandmarkets. om/reports/564783/ Order by Fax – using the form below Order by Post – print the order form below and sent to Research and Markets, Guinness Centre, Taylors Lane, Dublin 8, Ireland. Page 1 of 2 Fax Order Form To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-6071907 (from USA) or +353-1-481-1716 (from Rest of World).

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