

Unlocking your
tomorrow

We're driven to realize our
customers future, and help
move the world of publishing
further forward.

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Publishers
Communication Group

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Marketing and audience development strategies for publishers, driven by experience, connections, and credibility.



Whether it's focus groups with authors, or library visits at remote universities in China, PCG has been there. Our blended and customizable programs will help you globalize your audience, navigate your target market and increase your sales, no matter how treacherous the journey.

Sales

- Local representation
- Lead generation
- Customer service

Research

- Gap analysis
- Focus groups
- Surveys

Marketing

- Case studies
- Promotional Campaigns
- Customer Engagement

About us

Established in 1990, PCG is an internationally recognized sales and market research firm providing a range of services designed to support and drive your sales strategy.

With local language staff in the US, Europe, India, China, and Latin America, PCG combines over 25 years of research, sales and marketing experience with a depth of knowledge in scholarly publishing and the global library community.