



Wireless Horizon

Dan Steinbock

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"Mobile communications and the wireless web are not just conveniences or curiosities - they are the harbingers of a fast - approaching sea change in the way information moves. Destined to be as fundamental to business and social interaction as the personal computer or even the telephone, these technologies and the companies that develop them have become the basis for an entirely redefined industry economy. "Wireless Horizon" is the first book to chronicle the strategy and competition for leadership in the evolving wireless economy. Featuring an in-depth look at the key drivers of the mobile internet, the author presents the histories, strategies, and technologies of industry giants like Ericsson, Nokia, Motorola, AT&T Wireless, Verizon, NTT DoCoMo, China Telecom, and others. With a look into the future of wireless applications, mobile content, and m - commerce, this book offers not only a clear assessment of the communications industry but also excellent lessons in strategic thinking, financial approach, public policy, and business planning."

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