Digital Services in the 21st Century: A Strategic and Business Perspective
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DESCRIPTION

Telecommunication Services provides a holistic approach to understand telecommunications systems by addressing the emergence and domination of new digital services, consumer and economic dynamics, and the creation of content by service providers.

• Includes services, underlying technologies, and internal capabilities for social network advertising

• Covers market dynamics that determine the successes and failures of service offerings

• Discusses the impact of smartphones (iPhone launch) on the telecommunications and mobile device industry

ABOUT THE AUTHOR

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