

# Telecommunications Strategy - Peter Curwen

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The telecommunications industry is one of the most influential and significant global industries. As well as being fundamentally important to the health of the modern economy, it is going through a period of unprecedented change, facing a range of strategic challenges from globalization and cross-border alliances, to changing technologies and consumer demands. This innovative book provides a comprehensive analysis of the key players in the industry and uses their experiences to illustrate the strategic decisions and dilemmas that have led to both notable successes and infamous failures. Case-studies from the US, UK, and Europe have been selected to illustrate key strategic concepts in the industry including managing ascent and decline, convergence and specialization, protecting core markets, and managing industrial transition. Author: Curwen, Peter Publisher: Routledge Illustration: N Language: ENG Title: Telecommunications Strategy Pages: 00000 (Encrypted PDF) On Sale: 2004-08-12 SKU-13/ISBN: 9780415342384 Category: Business & Economics : Economics - General

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