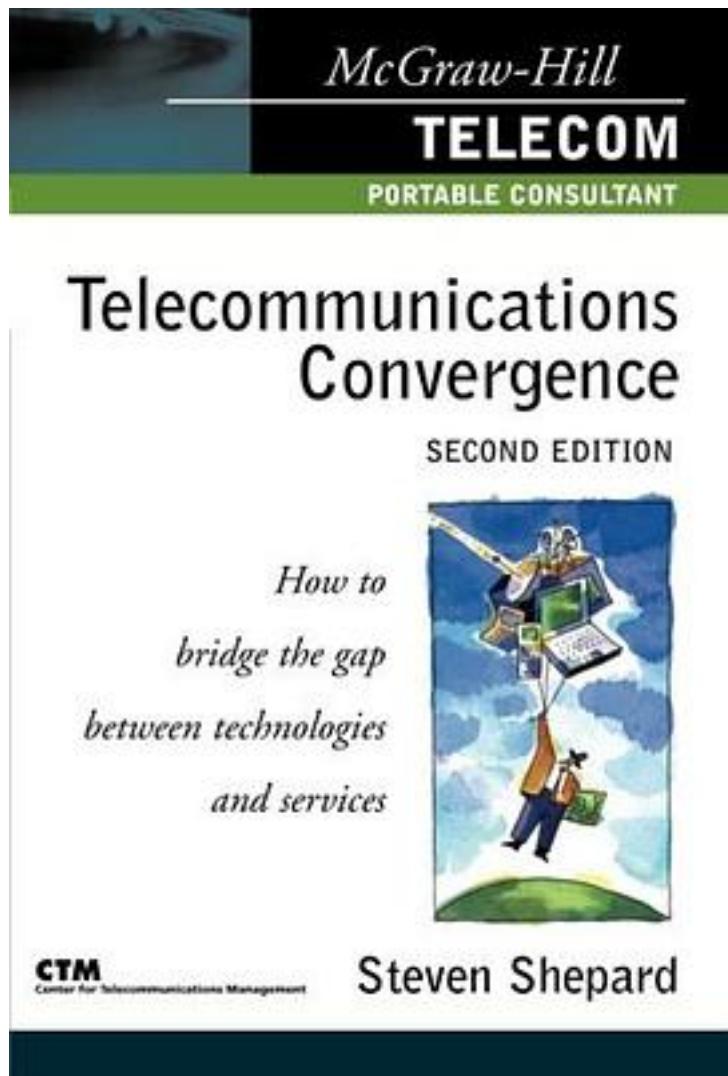


Telecommunications Convergence



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出版者:McGraw-Hill Professional

出版时间:2002-2

装帧:

isbn:9780071387859

Here is a profit-making blueprint for advancement in the convergence marketplace and the first book to address all of the issues that telecom providers--and customers--must confront to meet customer challenges. The book covers all aspects of telecommunications convergence, including not only the technologies themselves but the management, marketing, and business aspects of the telecommunications industry. This new edition, featuring nearly 200 pages of revised material, details the toll convergence has taken on the industry, how the fleetest companies are responding to it, and presents a best practices guide to staying afloat. Delivering the right service, at the right time, regardless of the underlying technology has never been easier!

- * Top Ten industry bestseller
- * Provides a blueprint for surviving in the difficult, converged market
- * Shows how smart companies are thriving
- * Website provides monthly updates

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