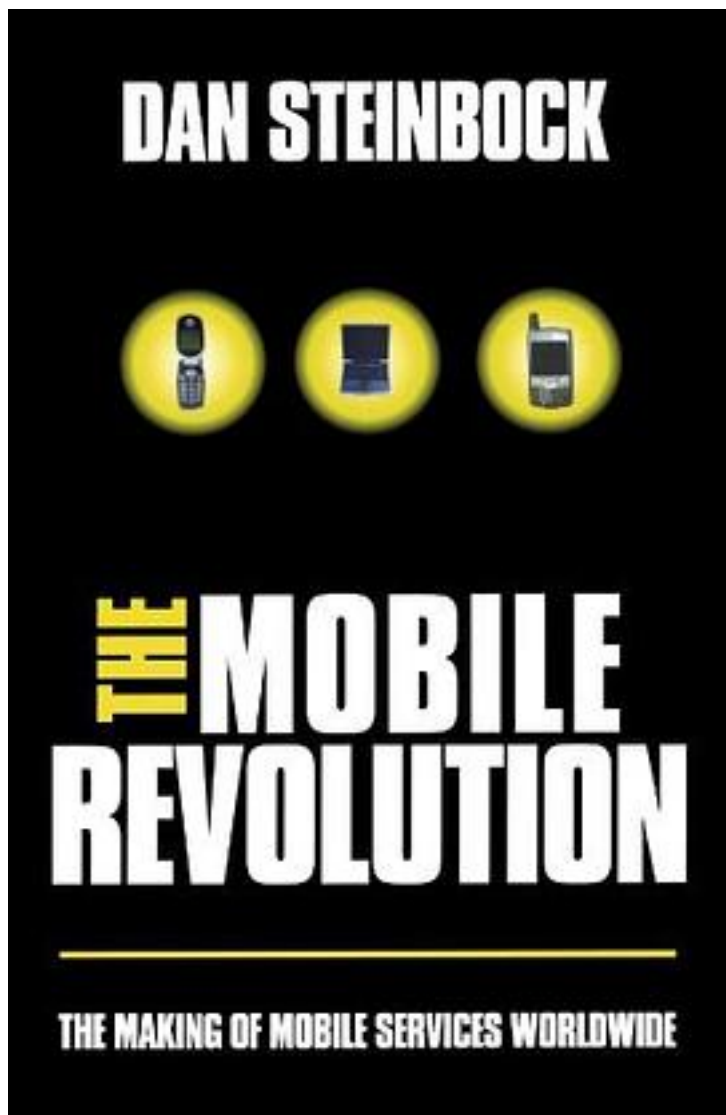


# The Mobile Revolution



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出版者:Kogan Page Ltd

出版时间:2005-5

装帧:HRD

isbn:9780749442965

As more and more people use mobile handsets, a revolution is taking place in computing and telecommunications. Two extraordinary industries the Internet and mobile communications are converging. But this is just the beginning. As the third industry - consumer electronics - and the fourth - media and entertainment - join in, changes in consumer markets are inevitable, as evidenced by the explosive growth of mobile media, games and entertainment. In "The Mobile Revolution", the senior executives of the world's leading mobile vendors, operators, service providers, software giants, chip kings, media and entertainment conglomerates, publishers, music moguls and brand marketers reveal their secrets and strategies. Nokia, Motorola, Ericsson, Qualcomm, Vodafone, NTT DoCoMo, SK Telecom, Verizon Wireless, Microsoft, Intel, IBM, RealNetworks, Yahoo, New York Times, Wall Street Journal, EMI, BMI, BMG, IFPI, CNN, ABC, Disney, Fox, Sony, Warner Music and Universal are just a few of the names that feature. As a result, the book abounds with inside stories of great industry successes (and equally great flops!) as the narrative shifts constantly between the major cities of several continents - from Helsinki and Stockholm, London and Frankfurt, Tokyo and Seoul, Beijing and Singapore, New York City and Los Angeles, to Bangalore and Moscow. "The Mobile Revolution" is about the making of mobile markets and services worldwide, with a firm emphasis on innovation. It is not just another account of technology innovation; rather it examines the rise of mobile services in the context of maturing and emerging mobile markets.

作者介绍:

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