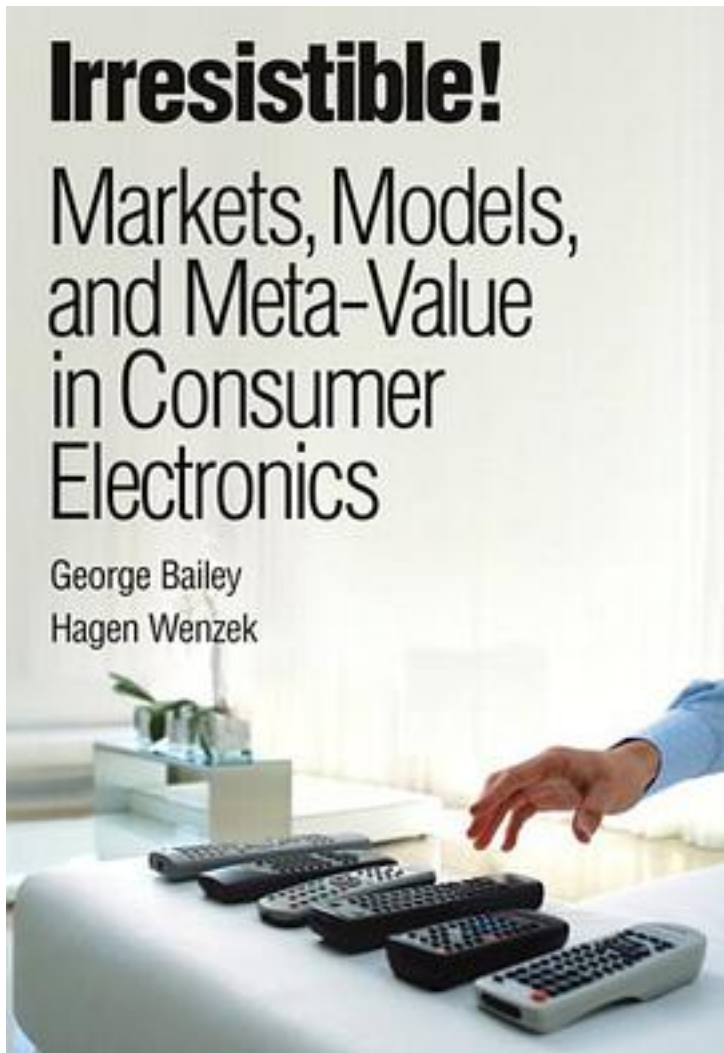


# Irresistible! Markets, Models, and Meta-Value in Consumer Electronics



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In this book, two world-renowned consultants preview the industry's future-from online gaming to telehealthcare, and beyond. Next, they present a powerful new blueprint, offering indispensable guidance on everything from technology platforms to user interface design, branding to channel strategies. You'll discover how to uncover new sources of value, design better models for doing business, and fuel growth by reaching new geographical markets.

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