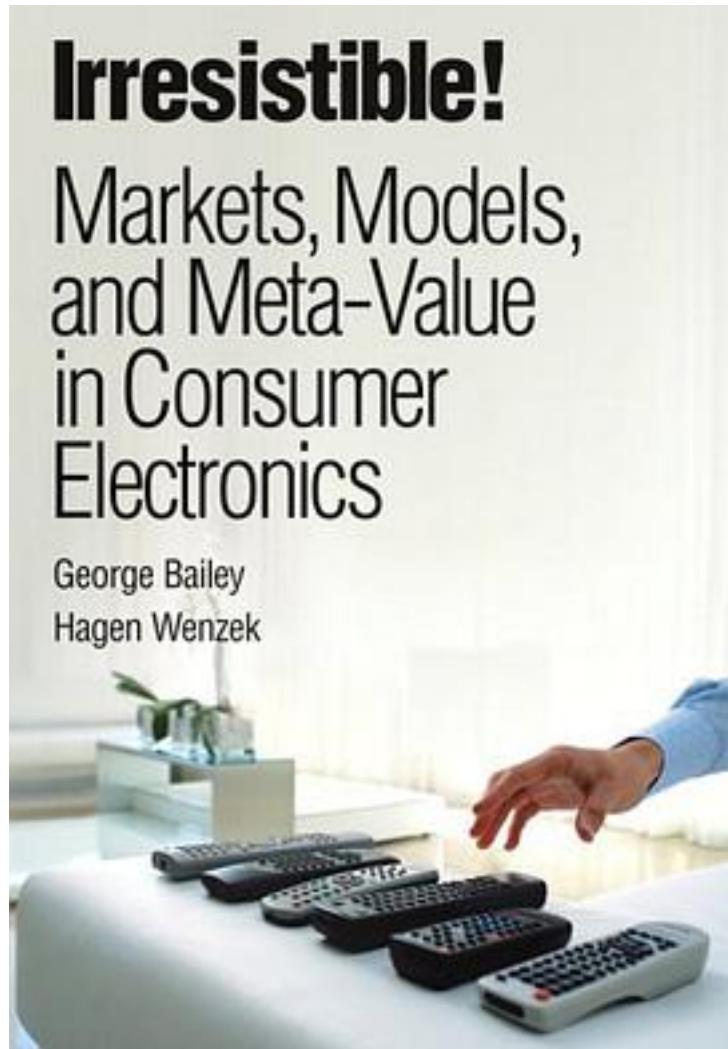


Irresistible! Markets, Models, and Meta-Value in Consumer Electronics



[Irresistible! Markets, Models, and Meta-Value in Consumer Electronics](#) [下载链接1](#)

著者:George Bailey

出版者:IBM Press

出版时间:2010-04-19

装帧:Paperback

isbn:9780137055999

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.

作者介绍:

目录:

[Irresistible! Markets, Models, and Meta-Value in Consumer Electronics](#) [下载链接1](#)

标签

评论

[Irresistible! Markets, Models, and Meta-Value in Consumer Electronics](#) [下载链接1](#)

书评

[Irresistible! Markets, Models, and Meta-Value in Consumer Electronics](#) [下载链接1](#)