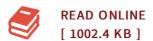




Interactive Broadband Media (2nd Edition)

By Gerhard P. Thomas Nikolaus Mohr

Vieweg Verlag, 2002. Hardcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - During the roaring Nineties convergence seemed to be just around the corner. But reality has proven that the road to interactive broadband services is long and rocky. What is the course of action to be laken today rnThis book serves as a guide für companies to explore tbc path from traditional media to the new world of interactive broadband media. The key challenge is to base indispensable future investments on re!iable business models. This book otters a comprehensive set of concepts and strategies für the interactive broadband realm, grounded in attractive service offerings and customer preferences. The authors explain and analyze the interaction 01' broadbanel technologies, its processes anel the end customers' point of view. At the same time they proviele current examples of successfullong-term business moelels. Sy applying Accenture's trieel anel testeel Get AueliencejSell Auelience concept, companies can assess their position in the interactive broadbanel value chain ancl optimize theiT strategies accordingly. 183 pp. Englisch.



Reviews

This publication is very gripping and intriguing. It is among the most awesome book we have go through. You can expect to like how the author compose this book.

-- Dr. Malika Bechtelar II

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