



## Interactive Broadband Media (2nd Edition)

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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 taken today? This book serves as a guide for companies to explore the path from traditional media to the new world of interactive broadband media. The key challenge is to base indispensable future investments on reliable business models. This book offers a comprehensive set of concepts and strategies for the interactive broadband realm, grounded in attractive service offerings and customer preferences. The authors explain and analyze the interaction of broadband technologies, its processes and the end customers' point of view. At the same time they provide current examples of successful long-term business models. By applying Accenture's triel and test Get Auelience Sell Auelience concept, companies can assess their position in the interactive broadband value chain and optimize their strategies accordingly. 183 pp. Englisch.



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