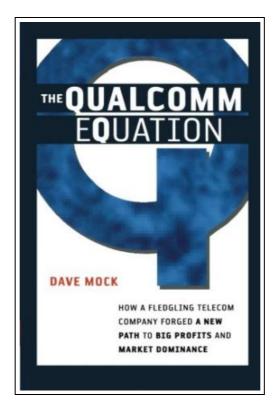
The Qualcomm Equation: How a Fledgling Telecom Company Forged a New Path to Big Profits and Market Dominance (Paperback)



Filesize: 3.01 MB

Reviews

This ebook is great. It typically will not expense a lot of. You will not sense monotony at at any moment of your own time (that's what catalogs are for about when you question me).

(Shaniya Torphy PhD)

THE QUALCOMM EQUATION: HOW A FLEDGLING TELECOM COMPANY FORGED A NEW PATH TO BIG PROFITS AND MARKET DOMINANCE (PAPERBACK)



Harpercollins Focus, United States, 2005. Paperback. Condition: New. Language: English. Brand new Book. "Featuring a foreword by George Gilder If you're a Qualcomm customer or stockholder, or in fact if you have a stake in almost any cellular service or even just use a mobile phone, you're no doubt aware of the enormous impact on the development of cellular technology by actress and sex symbol Hedy LaMarr. All right, perhaps you're surprised. The telecom industry has never been short on surprises, and the above example is no exception. Nor is it an exaggeration. Read the book. Similarly, it is not an exaggeration to say that Qualcomm, through a combination of technological superiority, cunning business acumen, and sheer tenacity, has become the undisputed standard by which telecom companies now measure themselves. In short order, they have also become a model of substantial and sustained growth that businesses in all industries should emulate. Qualcomm's rise mirrors that of the cell phone itself. Both are ubiquitous, both continue to evolve rapidly, and both turned the status quo on its head. The Qualcomm Equation reveals crucial but little-known information on the history of cellular and wireless technology — some of which dates back to World War II — and shows how the company grabbed the wave just as it began to rise. How did they do it? Even while most competitors were using an essential technology, Qualcomm believed in an alternative they had developed, and continued to refine and promote it until at last it caught on. The Qualcomm Equation details how the fledgling company, while their rivals simply duked it out for more customers, made a killing not only by offering great service, but also by leasing their superior standard technology to other telecom companies. While Qualcomm grew its own customer base, they...

Read The Qualcomm Equation: How a Fledgling Telecom Company Forged a New Path to Big Profits and Market Dominance (Paperback) Online

Download PDF The Qualcomm Equation: How a Fledgling Telecom Company Forged a New Path to Big Profits and Market Dominance (Paperback)

You May Also Like



Realidades Video Program Teacher's Guide, Level 2

Prentice Hall. SPIRAL-BOUND. Condition: New. 9780130359698 Brand new box of videos together with Video Program Teacher's Guide still in shrink wrap.

Download ePub

»



The Qualcomm Equation: How a Fledgling Telecom Company Forged a New Path to Big Profits and Market

AMACOM, 2005. Condition: New. book.

Download ePub

>>



How to Prepare for the PMP Exam (version 4 update) (PMP certification exam authoritative reference books(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown Pages: 371 in Publisher: Machinery Industry Press List Price: 55.00 yuan...

Download ePub

»



Saudi Arabia's Permeable Internet Ict (Information and Communications Technology) - Examination of Chinese Closed Internet Restrictions Compared to U.S. Open Web, Saudi Diversification (Paperback)

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. Due to countless political, economic, and social interactions between China and the United States since China's opening to the West in 1971,...

Download ePub

..



The Gold Digger Journal: A Blank Lined Writing Notebook with a Fake Book Cover to Carry in Public (Paperback)

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. Would you like get some attention? Don't mind people gazing at you in public places such as the airplane, train and bus?...

Download ePub

»