Telecommunications crash course / Steven Shepard

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Abstrak

"Completely revised bestseller, updated to cover the global Technology, Media & Telecom (TMT) sector and "Anytime, Anywhere, Any Device" technologyTelecommunications Crash Course, Third Edition fully addresses the crossover that is taking place between the telecom, technology, and media sectors. Today it's almost impossible for an industry professional to work in the world of telecom without also having a significant amount of knowledge about the IT/technology and media industries. As the boundaries between these markets fade, a single, multi-faceted industry is emerging. Written for decision-makers, this practical, up-to-date guide provides a broad and comprehensive overview of today's tech world that will help you make informed decisions about technology directions, investments, and rollout strategies. Provides unique insight into the increasingly converged telecom, media, and technology industries Offers strong focus on the business implications of TMT technologies International perspective based on the author's experience working in more than 50 countries every year Bridges the gap between technology and business "-- Provided by publisher.