



Telecommunications Strategy: Cases, Theory and Applications

Peter Curwen, Jason Whalley

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The telecommunications industry is one of the most influential and significant global industries. As well as being fundamentally important to the health of the modern economy, it is going through a period of unprecedented change, facing a range of strategic challenges from globalization and cross-border alliances, to changing technologies and consumer demands. This innovative book provides a comprehensive analysis of the key players in the industry and uses their experiences to illustrate the strategic decisions and dilemmas that have led to both notable successes and infamous failures. Case studies from the US, UK and Europe are presented to illustrate key strategic concepts in the industry including:

- managing ascent and decline
- convergence and specialization
- protecting core markets
- managing industrial transition.

Combining in-depth analysis with focused discussion of the strategic context, this key text will be of interest to students on specialist telecommunications and information management courses as well as MBA students interested in the strategic analysis of this evolving global industry.

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