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5.3.2 What level of revenue sharing

Sommario/riassunto

Next generation wireless is not about technology, it is all about marketing.... What is the service offering rather than the features of the latest handset? Who are the customers and which are the most profitable? How do you identify and market to communities? How do you tariff for profit? If you need to know the answers and more, you really need to read this book. In the 1990s mobile operators underutilized marketing and only focused on rapid expansion of capacity and connecting new subscribers. Today, with the mobile services industry more mature and competitive, the authors
