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Autore	Pareek Deepak
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6.5 Get Ready For Disruption; 6.6 Catalyst to Economic Growth; 6.7 The Road Ahead; PART Three WiMAX Business; 7 WiMAX Markets; 7.1 Market Dynamics; 7.2 Market Types; 7.3 Market Segment; 7.4 Market Structure; 8 Economics of WiMAX; 8.1 Why Wireless?; 8.2 When is Wireless Right?; 8.3 The Economic Analysis; 8.4 The Business Case for WiMAX; 8.5 Business Considerations; 8.6 WiMAX Business Models; 9 WiMAX Opportunity; 9.1 Broadband Wireless Trends: Building Momentum; PART Four WiMAX Strategy; 10 Strategy for Success: Service Providers; 10.1 Understanding Diversity: Service Providers; 10.2 Strategy Development; 10.3 Wireline Carriers; 10.4 New Entrants; 10.5 Alternative Carriers; 10.6 Cellular and Mobile Service Providers; 10.7 New Revenue Opportunities; 10.8 Value Added Services - The Business Imperative; 10.9 Recommendation; 11 Strategy for Success: Equipment Vendors; 11.1 WiMAX Value Chain; 11.2 Original Equipment Manufacturers; 11.3 Chip Manufacturers; 11.4 Dynamics of the Value Chain; 11.5 Recommendations; 12 Strategy for Success: Government and Regulators; 12.1 Making More Spectrum Available; 12.2 Ideal Framework for Spectrum Allocation; 12.3 Reducing Legacy Regulation; 12.4 Governments Can Make a Positive Impact; 12.5 Recommendations; 13 Strategy for Success: Users and Investors; 13.1 Wireless - Investment Picks Up; 13.2 BWA: Industry Matures; 13.3 WiMAX: Bubble or Lifetime Opportunity; 13.4 Recommendations; Appendices; A1 WiMAX Certification Process; Abstract Test Suite Process; A2 WiBro; A3 Proprietary BWA Systems; Arraycom; Flarion; IP Wireless; Navini; Conclusion; Glossary; Bibliography; Index

Sommario/riassunto

WiMAX holds great promise for the future of broadband communications. Companies and consumers are increasingly dependent on broadband and are committed to taking broadband to the next level with mobile broadband or 802.16e, the WiMAX standard. The Business of WiMAX offers a complete guide to this exciting technology, addressing the critical issues surrounding WiMAX and its future. The author discusses the need for the technology, before explaining its architecture and deployment, modulation technology, wireless standards, spectrum issues, and network topology. Applications an
