1. Record Nr. UNINA9910784149903321 Autore Sachdev D. K. Titolo Business strategies for satellite systems / / D.K. Sachdev Pubbl/distr/stampa Boston:,: Artech House,, ©2004 [Piscatagay, New Jersey]:,: IEEE Xplore,, [2004] **ISBN** 1-58053-593-3 Descrizione fisica 1 online resource (239 p.) Collana Artech House space applications series Disciplina 384.5/1 384.5/1/0684 Soggetti Telecommunication equipment industry Artificial satellites in telecommunication Telecommunication - Economic aspects Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Preface xv; Acknowledgments xix; 1 Satellite Business Today 1; 2 Satellite Business Experience and Lessons 11; 3 Integrated Business Strategy Process 27; 4 Business Strategy Development 35; 5 Business Plans 55; 6 System Planning 71; 7 Engineering the System 93; 8 System Operations 127; 9 Managing for Success 139; 10 Digital Radio Systems Case Studies 157: 11 Future Evolution 187: About the Author 207: Index 209. Sommario/riassunto To be successful in today's satellite communications marketplace, you know that business savvy counts as much as technical expertise. This informative new book gives you the management insight and expertise needed to successfully operate satellite systems as business ventures. Based on the author's more than 25 years experience in developing and managing satellite systems, the book explains how to master the

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