1.	Record Nr.	UNINA9910840615503321
	Autore	Natsuno Takeshi
	Titolo	I-mode strategy [[electronic resource] /] / Takeshi Natsuno ; translated by Ruth South McCreery
	Pubbl/distr/stampa	Chichester ; ; Hoboken, NJ, : Wiley, c2003
	ISBN	1-280-27089-6
		9786610270897
		0-470-34179-3
		0-470-85805-2
		0-470-85804-4
	Descrizione fisica	1 online resource (190 p.)
	Disciplina	005.276
		621.38212
	Soggetti	Cell phone services industry - Japan
		Wireless Internet
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	i-mode Strategy; About the Author; Foreword to the Japanese Edition; Foreword to the English-language Edition; Contents; Color Plates; 1 Success; 1.1 IT Businesses Grow far More Than Expected or do not Grow at All; 1.1.1 The Pace Outstripped Our Expectations; 1.1.1.1 One Million in 20 Days: 50,000 New Subscribers a Day; 1.1.1.2 One-Third of All Internet Users; 1.2 i-mode: Born with a Sense of Crisis; 1.2.1 A Multidisciplinary Team; 1.2.2 Towards the Second S-Curve; 1.2.2.1 From Volume to Value; 1.3 Evolution of a Text-Based e-Mail Culture; 1.3.1 From One-Way to Interactive; 1.4 Beyond Talk
		1.6.3.1 Lightness Ceased to be the Decisive Feature1.6.4 Uniquely Successful: Service Providers in Other Countries Not Doing Well; 1.7 All Eyes on DoCoMo; 2 Concepts; 2.1 Why Has Our Success in the IT Business Been so Overwhelming?; 2.1.1 It is no Longer a Telecom Age; 2.2 Differences in Platform are Meaningless; 2.2.1 Customer Participation Boosts the Attractiveness of Services; 2.2.1.1 Customers and Service Providers are in the Same Team - That is Internet Thinking; 2.2.2 Alliances Create New Markets; 2.2.3 Opportunities for Existing

| Sommario/riassunto | First introduced in 1999, i-mode was the world's first smart phone for Web browsing. The i-mode wireless data service offers color and video over a variety of handsets. Its mobile computing service enables users to do telephone banking, make airline reservations, conduct stock transactions, send and receive e-mail, play games, access weather reports and have access to the Internet. It can offer a wide array of websites from internationally known companies such as CNN to very local information.In Japan, the number of i-mode users is close to a sensational 13 million. This means that 10% of |