

1. Record Nr.	UNINA9911019805203321
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Titolo	Mobile Disruption: The Technologies and Applications Driving the Mobile Internet
Pubbl/distr/stampa	[Place of publication not identified], : Wiley Interscience Imprint, 2003
ISBN	1-280-55671-4 9786610556717 0-470-31512-1 0-471-65417-5 0-471-65418-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (218 pages)
Disciplina	004.678
Soggetti	Telecommunications Electrical & Computer Engineering Engineering & Applied Sciences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Sommario/riassunto	A disruptive technology is a technology or innovation that results in worse product performance different from the expected or predicted performance; an example is that the Internet accessible mobile phone was thought to be a portable substitute for the PC-the actual applications of mobile phones are far different from this. Describes business models, user needs, and key technologies to create long-term strategies that are profitable in both the long- and short-term.