

Understanding Telecommunications Business (Iet Telecommunications)

By Andy Valdar, Ian Morfett

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This companion volume to the book *Understanding Telecommunications Networks* will be of interest to undergraduate and graduate students studying engineering, computing and telecommunications, and for practitioners in the industry.

Topics covered include: introduction to the telecommunications business; regulation; business strategy; corporate finance and governance; network strategy and planning; customers and marketing; product management; network economics; network and service operations and company dynamics.

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Andy Valdar is at University College London, UK.

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