



## Interactive Broadband Media (2nd Edition)

By Gerhard P. Thomas Nikolaus Mohr

Vieweg Verlag, 2002. Hardcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - During the roaring Nineties convergence seemed to be just around the corner. But reality has proven that the road to interactive broadband services is long and rocky. What is the course of action to be taken today? This book serves as a guide for companies to explore the path from traditional media to the new world of interactive broadband media. The key challenge is to base indispensable future investments on reliable business models. This book offers a comprehensive set of concepts and strategies for the interactive broadband realm, grounded in attractive service offerings and customer preferences. The authors explain and analyze the interaction of broadband technologies, its processes and the end customers' point of view. At the same time they provide current examples of successful long-term business models. By applying Accenture's triel and testee Get Audience Sell Audience concept, companies can assess their position in the interactive broadband value chain and optimize their strategies accordingly. 183 pp. English.



**READ ONLINE**  
[ 4.8 MB ]

### Reviews

*Comprehensive information! Its this sort of excellent go through. It is packed with knowledge and wisdom You may like just how the author publish this book.*

-- **Mustafa McGlynn**

*Complete guideline! Its this kind of great read through. It is probably the most incredible pdf i actually have read through. Its been developed in an extremely straightforward way and it is simply soon after i finished reading this book through which actually modified me, affect the way i really believe.*

-- **Beryl Labadie I**

## You May Also Like

---



### [The Java Tutorial \(3rd Edition\)](#)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...

---



### [Adobe Indesign CS/Cs2 Breakthroughs](#)

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...

---



### [Have You Locked the Castle Gate?](#)

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...

---



### [Alphabet Tracing \(Paperback\)](#)

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Alphabet Tracing, Letters A-Z, provides extensive focus on alphabet tracing and printed letter formation for the preschool and kindergarten beginning...

---



### [Houdini's Gift](#)

Independent Publishers Group (IPG) - Chicago Review Press, 2009. Hardcover. Book Condition: New. Revisiting well-loved characters from a past adventure, this picture book presents animal-loving Ben with the challenge of having another pet after losing his pet hamster. Knowing that Ben is...

---



### [A Dog of Flanders: Unabridged; In Easy-to-Read Type \(Dover Children's Thrift Classics\)](#)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...

---