

The Essential Guide to the Business of U.S. Mobile Wireless Communications

John P. Burnham



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The Essential Guide to the Business of U.S. Mobile Wireless Communications John P. Burnham This book delivers an up-to-the-minute, non-technical, business-focused assessment of the U.S. wireless industry. Written by a leading strategist, it explains underlying technologies with exceptional clarity and simplicity, and offers unmatched insight for wireless purchasers, marketers, sales professionals, investors, and other non-technical professionals. The Essential Guide to the Business of U.S. Mobile Wireless Communications gives non-technical professionals comprehensive guidance for wireless decision-making. In assessing the wireless industry, John P. Burnham utilizes multiple tools for competitive analysis, including the Porter Framework for understanding competition; recent growth and market share projections, current profitability, and market valuations. Burnham covers both TDMA and CDMA technologies, analyzing each key wireless business market, including voice, data, and paging carriers, infrastructure providers, end-user terminal and device manufacturers, value added service providers, and consumers.

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