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Marketing Scheme on Peer-To-Peer (P2P) Communication Software Anticipating 4g

By Steffen Dubiel

Grin Verlag. Paperback. Condition: New. 220 pages. Dimensions: 10.4in. x 7.4in. x 0.5in. Diplomarbeit, die am 31. 08. 2004 erfolgreich an einer Fachhochschule in Deutschland im Fachbereich Wirtschaftsingenieurswesen fr Verlage eingereicht wurde. Abstract: This diploma thesis paper is, after contemplating the current state of ITC telcos shift towards commoditisation and challenges in facing the upcoming overall mobile wireless development (beyond 3G, B3G, 4G) aimed at prosperously resolving a marketing proposition on a quite ingenious Siemens mobile P2P communication solution, named Siemens Anywre PocketSERVent, by virtue of the marketers generic means, the Product-marketing mix dedicated to fundamental questions of product, price, promotion, place (P4). Strategic marketing and ITC business as well as down-to-earth operational themes will get propelled. The chief emphasis is put on surging virtualisation related to product svce property and, as usually less exposed, the shift towards intangible values, foremost customer relationship and momentum of the hi-tech. brand (perception). The intend is to supply a big yet detailed P2P, 3G B3G and wireless picture to the marketer (even accountant) as well as applied marketing pricing issues to the SW developer or mobile techn. expert. After a brief overview (ch. 1), chapter 2 is about introducing the main points rel. peer-to-peer...



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