



Telecommunications Strategy: Cases, Theory and Applications

By Peter Curwen, Jason Whalley

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The telecommunications industry is one of the most influential and significant global industries. As well as being fundamentally important to the health of the modern economy, it is going through a period of unprecedented change, facing a range of strategic challenges from globalization and cross-border alliances, to changing technologies and consumer demands. This innovative book provides a comprehensive analysis of the key players in the industry and uses their experiences to illustrate the strategic decisions and dilemmas that have led to both notable successes and infamous failures. Case studies from the US, UK and Europe are presented to illustrate key strategic concepts in the industry including:

- managing ascent and decline
- convergence and specialization
- protecting core markets
- managing industrial transition.

Combining in-depth analysis with focused discussion of the strategic context, this key text will be of interest to students on specialist telecommunications and information management courses as well as MBA students interested in the strategic analysis of this evolving global industry.

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Editorial Review

About the Author

Peter Curwen is Visiting Professor of Telecommunications, Strathclyde Business School. Formerly Professor of International Business at Sheffield Business School. He has authored over a dozen textbooks and monographs including Restructuring Telecommunications, and The Future of Mobile Telecommunications both published by Palgrave, as well as over 100 other publications.

Jason Whalley is Lecturer in Management Science at Strathclyde Business School and acting director of the Masters of Communications Management course and author of articles on telecommunications in journals including Telecommunications Policy.

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