



Anytime, Anywhere: Entrepreneurship and the Creation of a Wireless World (Paperback)

By Louis Galambos, Eric John Abrahamson

CAMBRIDGE UNIVERSITY PRESS, United Kingdom, 2011. Paperback. Condition: New. Reissue. Language: English . Brand New Book ***** Print on Demand *****.Wireless entrepreneurs are transforming the way people live and work around the globe. In the process they have created some of the fastest-growing companies on the planet. This book tells the story of the birth and explosion of cellular and wireless communications as seen through the eyes of one of the industry's pioneers, Sam Ginn. As deregulation and privatisation swept the globe, Ginn and his team at Air Touch Communications fought for and won licenses on several continents. They built an amazingly successful business using strategic partnerships and joint ventures. In the process they demonstrated a new model for global entrepreneurship in a high-tech, information-based economy. The combination of Air Touch with Vodafone in 1999, and Vodafone with Mannesmann in Europe in 2000 created the largest wireless business in the world. Vodafone also formed a joint venture with Bell Atlantic to create the largest wireless company in America.



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