



# Mobile Strategies: Wireless Business Models, MVNOs and the growth of Mobile Content

*Tom Weiss*

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Mobile Strategies explains the different business models and strategies available for businesses looking to enter the mobile sector. Starting off with a historical overview of the telecommunications business, the book explains how mobile has developed into the business it is today, what models have made money, and which ones haven't. With a straightforward, practical style, the book gives an advice on Starting an MVNO Using SMS to build revenues Selling handset ring-tones, wallpapers, and games The future of mobile media, including Mobile Music and TV Services for 3G and next generation networks Mobile marketing, advertising, and customer interactivity Convergence and Triple Play In each area, clear guidance is provided on what customers are looking for, the possibilities and limitations of the technology, effective go-to-market strategies, business models, costs, risks, and an overview of the operational requirements. All models are illustrated with case studies from companies including Virgin, NTT DoCoMo, Disney, Vodafone, Apple, ITV, Blackberry, Nextel, and Skype. The book would appeal to anyone deciding whether their business should enter the Mobile sector, those currently operating in the sector, MBA students, and aspiring managers within the industry About the author Tom Weiss was Vice President Key Service Introductions at T-Mobile until August 2005, and was responsible for the launch of T-Mobile premium services across Europe, including T-Mobile EURO2004 campaign. Prior to T-Mobile, Tom was a key figure in the development of the Content Management industry and developed online strategies for a number of UK organisations. He is lives in London with his wife Jane. Mobile Strategies is his first book

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