



# Broadband Crash Course

*P. J. Louis, P.J. Louis*

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## **Survival Guide to Understanding - and Profiting From - Broadband!**

Get the right answers for smart broadband decision making- from financial, management and marketing to equipment, applications, and protocols. *Broadband Crash Course* examines broadband delivery in terms of markets and business opportunities. Writing with the surety and thoroughness of a telecom insider and business executive, P.J. Louis clearly and painlessly demonstrates how broadband services are delivered over today's complex telecommunications infrastructure, minus the heavy-duty math. This one-of-a-kind guide is your chance to learn about:

- \* Service bundling (voice, Internet access, e-mail, etc.) across all major network types (wireless, IP, cable, satellite, LANs, etc.)
- \* Benefits of wireline and wireless broadband technologies
- \* Service bundling and provisioning across the wireline and wireless broadband networks
- \* The Local Loop and its future
- \* Coaxing more applications from the technologies you've got
- \* Business models that have proven themselves in the real world
- \* 3G wireless, the wireless Internet, softswitching, M-commerce: how will they affect your business?

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