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A market research guide to the telecommunications industry. It offers a tool for strategic planning, competitive intelligence, employment searches or financial research. It includes a chapter of trends, statistical tables, and an industry-specific glossary. It provides profiles of the 500 biggest, companies in the telecommunications industry.

Plunkett's Almanac of Middle Market Companies is designed to be a time-saving business development tool for professionals, marketers, sales directors, consultants and strategists seeking to understand and reach middle market American companies. It will also be of great use to placement, recruiting and human resources professionals, as well as professionals working in economic development, lending and media. It covers competitive intelligence, market research and business analysis - everything you need to identify and develop strategies for middle market corporations. Coverage includes all major business sectors, from InfoTech, to health care, to telecommunications and much more (We have intentionally omitted retail companies and banks). These profiles and details on over 500 middle market firms, both public and private, are pulled from our extensive company and industry databases. We also include a glossary and a listing of relevant industry associations. Next, we profile hundreds of leading middle market companies. Our company profiles include complete business descriptions and up to 27 executives by name and title. Purchasers will find a form in the book enabling them to register for 1-year, 1-seat online access to tools at Plunkett Research Online, including the ability to view the market research/industry trends section and industry statistics. You have access, at no additional charge, to the very latest data posted to Plunkett Research Online. Online tools enable you to search and view selected companies, and then export selected company contact data, including executive names. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

Plunkett's Telecommunications Industry Almanac 2008 is the only complete reference guide to the telecommunications technologies and companies that are changing the way the world communicates today. This massive reference book's market research section provides complete access to the U.S. telecommunications and communications industry. This section includes over a dozen major statistical tables covering everything from revenues for the fixed line and wireless service sectors, to the number of telephone subscribers worldwide, to telephone equipment import and export market numbers. Finally, in this carefully-researched volume, you will receive an abundance of data on: national and global telecommunications statistics, new telecommunications technology, telecommunications market forecasts, telecommunications trends and leading telecommunications companies. In the corporate profiles section, you'll receive vital details on the "Telecommunications 500 Firms," the largest, most successful corporations in all facets of the telecommunications business. These in-depth profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. You will also find information regarding local exchange and long distance telephone service markets and trends, wireless and cellular telephone markets and trends, satellite telecommunications, Wi-Fi, telephone industry equipment, software and support. Telecommunications is one of the fastest-growing and most dynamic industries in the world today, and Plunkett's Telecommunications Industry Almanac will be your guide to this rapidly-changing business. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

This book presents a rich compilation of real-world cases on digitalization, the goal being to share first-hand insights from respected organizations and to make digitalization more tangible. As virtually every economic and societal sector is now being challenged by emerging technologies, the digital economy is a highly volatile, uncertain, complex and ambiguous place – and one that holds substantial challenges and opportunities for established organizations. Against this backdrop, this book reports on best practices and lessons learned from organizations that have succeeded in overcoming the challenges and seizing the opportunities of the digital economy. It illustrates how twenty-one organizations have leveraged their capabilities to create disruptive innovations, to develop digital business models, and to digitally transform themselves. These cases stem from various industries (e.g. automotive, insurance, consulting, and public services) and countries, reflecting the many facets of digitalization. As all case descriptions follow a uniform scheme, they are easily accessible, and provide insightful examples for practitioners as well as interesting cases for researchers, teachers and students. Digitalization Cases provides first-hand insights into the efforts of renowned companies. The presented stories, results, and lessons learned are a great inspiration for managers, students, and academics. Anna Kopp, Head of IT Germany, Microsoft Understanding digitalization in all its facets requires knowledge about its opportunities and challenges in different contexts. Providing 21 cases from different companies all around the world, Digitalization Cases makes an important contribution toward the comprehensibility of digitalization – from a practical and a scientific point of view. Dorothy Leidner, Ferguson Professor of Information Systems, Baylor University This book is a great source of inspiration and insight on how to drive digitalization. It shows easy to understand good practice examples which illustrate opportunities, and at the same time helps to learn what needs to be done to realize them. I consider this book a must-read for every practitioner who cares about digitalization. Martin Petry, Chief Information Officer and Head of Business Excellence, Hilti

Plunkett's Manufacturing & Robotics Industry Almanac presents a complete analysis of the manufacturing business, including such related areas as research and development (R&D), engineering and design, outsourcing, offshoring, factory automation and supply chain. The almanac also features in-depth coverage of robotics. This market research tool includes our analysis of the major trends affecting the global manufacturing industry, from the developments in firms reshoring their manufacturing operations to the U.S., nearshoring to Mexico and Central America, rising wages in China, China 's move to higher value manufacturing, and the movement of lower value manufacturing, such as apparel, to such nations as Pakistan and The Philippines. In addition, we provide major statistical tables covering the industry, from revenues to investment in R&D to employment to wages. No other source provides this book 's easy-to-understand comparisons of growth, expenditures, technologies, imports/exports, corporations, research and other vital subjects. You get our in-depth profiles on the top 500 global manufacturing and robotics companies—objective analysis of the largest and most exciting companies in: automotive manufacturing, steel and metals, telecommunications equipment, computer hardware and consumer electronics, contract manufacturing, chemicals, refining, aerospace, building materials and much, much more. We cover companies in all manufacturing sectors. Our research effort includes an exhaustive study of new technologies and discussions with experts at dozens of innovative tech companies. Purchasers will find a form in the book enabling them to register for 1-year, 1-seat online access to tools at Plunkett Research Online, including the ability to view the market research/industry trends section and industry statistics. You have access, at no additional charge, to the very latest data posted to Plunkett Research Online. Online tools enable you to search and view selected companies, and then export selected company contact data, including executive names. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

Rapid development of new technologies is leading to ever more versatile, multipurpose mobile devices, including 3G and 4G Internet-enabled cell phones. Wireless networking and wireless Internet access are developing and expanding on a global basis at a rapid rate. Meanwhile, RFID (radio frequency identification) will revolutionize wireless tracking, inventory and logistics, from manufacturing to shipping to retailing. We analyze mobile advertising, mobile banking, WiMax, LTE and other wireless standards. Mobile entertainment is covered, including TV and other programming adapted for the cell screen. In addition, we cover wireless markets in India, China and Africa, competition between handset manufacturers, as well as the iPhone and other smartphones. Our coverage includes business trends analysis and industry statistics. We also include a wireless and cellular business glossary and a listing of industry contacts, such as industry associations and government agencies. Next, we profile hundreds of leading companies. Our 330 company profiles include complete business descriptions and up to 27 executives by name and title. Purchasers will find a form in the book enabling them to register for 1-year, 1-seat online access to tools at Plunkett Research Online, including the ability to view the market research/industry trends section and industry statistics. You have access, at no additional charge, to the very latest data posted to Plunkett Research Online. Online tools enable you to search and view selected companies, and then export selected company contact data, including executive names. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package.

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