



Telecom Management Crash Course

P. J. Louis

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LEARN HOW YOUR TELECOM BUSINESS CAN PROSPER EVEN IN TOUGH ECONOMIC TIMES!

The bubble has burst! The period of effortless, double-digit growth and skyrocketing capitalization for telecom carriers is over. With many carriers struggling and stocks falling, the telecom industry has become more unforgiving, competitive, and cut-throat than ever. The market's long-term potential is still enormous, but success now requires a sharp business and technology savvy management team--and adherence to sound, hardheaded business management principles. That's what *Telecom Management Crash Course* is all about--it takes a functional business look at the fundamentals of successfully running a hardware manufacturing company, software development firm, and service provider.

A TRUE TELECOM TEXT FOR OUR TIME!

In *Telecom Management Crash Course*, P.J. Louis, a top industry advisor and author of the wildly popular *M-Commerce Crash Course* shows telecom servers how to efficiently manage the technology advantages and back-end operations to survive--and prosper--in this challenging economic climate. He covers the business of telecom--everything from the various types of telecom companies to developing a product that the market can really use. Invaluable to executives, managers, and decision-makers at telecom carriers of all sizes, this much-needed resource is a veritable executive summary of how (and how not) to run a telecom business--and includes advice, tricks-of-the-trade, solutions, factual information, and strategies that can keep your business afloat while others are sinking.

LOOK INSIDE TO LEARN:

- * The best organizational structures
- * Sales and marketing fundamentals
- * How to evaluate the marketplace and the financial value of products and services
- * The most effective management styles
- * How to integrate technological and business objectives
- * How to develop and implement market-driven strategy
- * What you need to know about state and federal regulatory considerations
- * How globalization affects every carrier
- * Manufacturing and outsourcing techniques

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