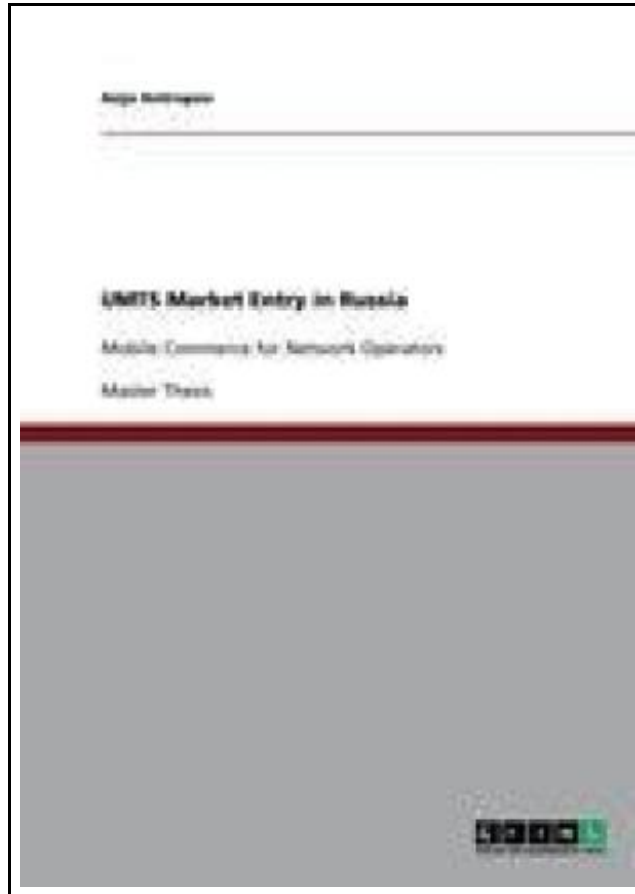


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GRIN Verlag Apr 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, European University Viadrina Frankfurt (Oder) (Wirtschaftswissenschaftliche Fakultät), course: MBA, language: English, abstract: The aim of this master`s thesis is to understand the changes which will happen in the mobile communication industry due to the introduction of UMTS and to develop a positioning strategy for mobile network operators in the future UMTS market in Russia. The mobile communications industry is entering a new era. Here, not mobile telephony, but mobile data transmission is increasingly playing a leading role. A growing number of people use their mobile phone to send short messages or to receive information when they are on the move. The three markets telecommunication, information technology and multimedia are converging and paving the way for the information society. Mobile internet access is not only a vision, but is already in its first stages. The key word of this new era is m-commerce , the possibility to have communication, information, entertainment and transactions while mobile . The key enabler to bring all these services into the mobile environment is UMTS, the Universal Mobile Telecommunications System. It is the global telecommunication system of the third generation enabling data transmission of up to 2 Megabit per second. This master s thesis was written in co-operation with Siemens AG ICM N V118 sales Russian Federation. As vendor for infrastructure and applications for mobile communications as well as services and trainings for mobile network operators, Siemens has been active in Russia for several years. Due to its high growth potential the Russian mobile communications market is rather attractive for infrastructure...



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