

DoCoMo: Japan's wireless tsunami: how one mobile telecom created a new market and became a global force

Beck, John, author

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Abstrak

Almost a quarter century after their core management principles put them in nearly unassailable positions of market dominance, Japanese firms like Toyota, Sony, and Honda are still the standards to which other corporations aspire. Today, Japan's NTT DoCoMo is on the verge of attaining equal stature. DoCoMo is the world's second-largest mobile phone operator and, with its I-mode system, the first to roll out real, viable third-generation applications like Internet-ready mobile phones. This quantum leap in technology will very soon change the way we all send and receive information, from e-mail, paging, and voice to graphic business applications and entertainment.