Location and personalisation: delivering online mobility services

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Abstrak

The world is charging towards the new network technologies of broadband and 3G and new application technologies face the challenge of where they can be used. This book takes a pragmatic look at two particular application technologies - location and personalisation - and presents an understanding of the technical and business impact of these technologies.

With a combination of overview papers, detailed technical case studies and a deep understanding of actual implementation of these services within a telecommunications environment, this book will help those wishing to deliver improved services based on these capabilities. Other key topics covered include CRM and content management.