

Judul:

The qualcomm equation: how a fledgling Telecom company forged a new path to big profits and market dominance

Pengarang/Penulis:

Mock, Dave, author

Subjek:

QUALCOMM Inc.; Telecommunication; Wireless communication systems; Spread spectrum communications; Code division multiple access

Nomor Panggil:

e20437817

Penerbitan:

[American Management Association,]

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