



Understanding Telecommunications Business (Iet Telecommunications)

Andy Valdar, Ian Morfett

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Understanding Telecommunications Business provides a comprehensive introduction to the tools for analysing markets, constructing business cases and providing customer service with a specific reference to telecommunications.

Most of us enjoy the benefits of the “information age” but may not be aware that underpinning this is a wide range of infrastructure in the form of cell-sites, masts, cables, switches, routers, computer servers and mass storage and also many companies involved in the business of providing and operating such resources.

This book attempts to explain the complex interplay between the companies and how their businesses operate such as considering how telecommunications companies tackle the challenging information and communication technology market place; how they make a case for investment and how they operate telecommunications networks and computer server resources.

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