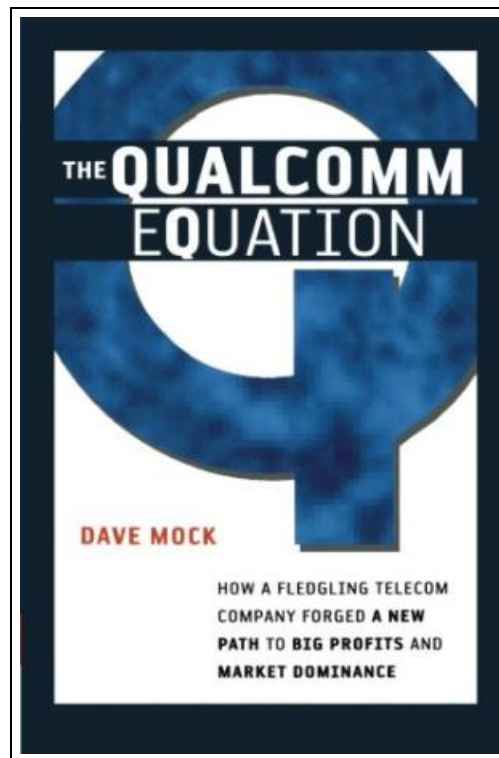


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Harcpercollins Focus, United States, 2005. Paperback. Condition: New. Language: English. Brand new Book. "Featuring a foreword by George Gilder If you're a Qualcomm customer or stockholder, or in fact if you have a stake in almost any cellular service or even just use a mobile phone, you're no doubt aware of the enormous impact on the development of cellular technology by actress and sex symbol Hedy LaMarr. All right, perhaps you're surprised. The telecom industry has never been short on surprises, and the above example is no exception. Nor is it an exaggeration. Read the book. Similarly, it is not an exaggeration to say that Qualcomm, through a combination of technological superiority, cunning business acumen, and sheer tenacity, has become the undisputed standard by which telecom companies now measure themselves. In short order, they have also become a model of substantial and sustained growth that businesses in all industries should emulate. Qualcomm's rise mirrors that of the cell phone itself. Both are ubiquitous, both continue to evolve rapidly, and both turned the status quo on its head. The Qualcomm Equation reveals crucial but little-known information on the history of cellular and wireless technology -- some of which dates back to World War II -- and shows how the company grabbed the wave just as it began to rise. How did they do it? Even while most competitors were using an essential technology, Qualcomm believed in an alternative they had developed, and continued to refine and promote it until at last it caught on. The Qualcomm Equation details how the fledgling company, while their rivals simply duked it out for more customers, made a killing not only by offering great service, but also by leasing their superior standard technology to other telecom companies. While Qualcomm grew its own customer base, they...

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