



# Global Competition Between and Within Standards: The Case of Mobile Phones

*Jeffrey Funk*

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## **Global Competition Between and Within Standards: The Case of Mobile Phones** Jeffrey Funk

Managing technology and globalization are two of the main concerns facing companies today. This book argues that the success of firms such as Ericsson and Nokia is a function of how they have managed these two areas simultaneously. The author summarises the development of the global mobile communications industry to date, examining how global standards have been established, and why particular firms have succeeded within these standards. He goes on to examine the factors that will determine the market leaders in third-generation mobile communications systems and phones, and shows how other high technology industries can benefit from the strategies used.



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