



Location and Personalisation: Delivering Online and Mobility Services (BT Communications Technology) (BTextact Communications Technology) (Telecommunications)

Daniel Ralph

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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.

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