



Implementing Value-Added Telecom Services

Johan Zuidweg

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Value-added services - messaging, mobile-commerce, location services, content provisioning - are the moneymakers in today's telecommunications market. This timely resource explains how a company can commercially offer these services without having to own its own telecommunications network. The book examines all the relevant technologies that enable these services and covers important business and marketing models. It details how to offer pre-paid calling over a third party's network or the Internet and explains the messaging market and how to develop and to market text, video, and instant messaging services. This comprehensive reference covers critical content delivery techniques and technologies, as well as the methods for charging customers for each type of content delivery. Moreover, the book shows how best to exploit a variety of location techniques to become a location service provider. A practical, service-oriented guide, this reference is the road map to deploying and selling third-party telecommunications services.

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