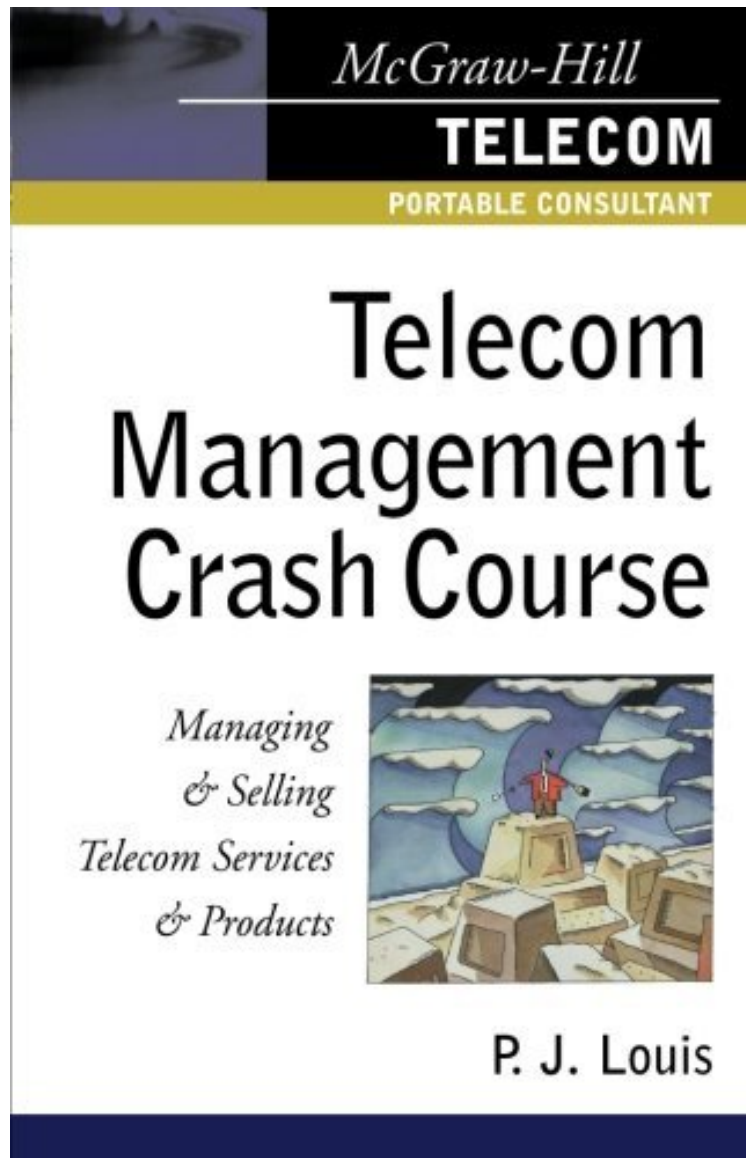


## Telecom Management Crash Course

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"Lou Pizzarello; A wealth of information about the Internet technological evolution packed into a concise but in-depth pocket reference manual. Technical journals, typically crafted in the tense and verse of the technical scholar, may inadvertently and unfortunately isolate the reader of business acumen. Mr. Louis has expertly combined cogent and salient information that clearly addresses the needs of the reader from either discipline. The conversational style holds the readers interest while delivering considerable technical content. Highly recommend this book to anyone attempting to enter into the new Internet Business world. Online reviews of M-Commerce Crash CourseFrom the Back Cover**LEARN HOW YOUR TELECOM BUSINESS CAN PROSPER EVEN IN TOUGH ECONOMIC TIMES!**The bubble has burst! The period of effortless, double-digit growth and skyrocketing capitalization for telecom carriers is over. With many carriers struggling and stocks falling, the telecom industry has become more unforgiving, competitive, and cut-throat than ever. The market's long-term potential is still enormous, but success now requires a sharp business and technology savvy management team--and adherence to sound, hardheaded business management principles. That's what Telecom Management Crash Course is all about--it takes a functional business look at the fundamentals of successfully running a hardware manufacturing company, software development firm, and service provider.A TRUE TELECOM TEXT FOR OUR TIME!In Telecom Management Crash Course, P.J. Louis, a top industry advisor and author of the wildly popular M-Commerce Crash Course shows telecom servers how to efficiently manage the technology advantages and back-end operations to survive--and prosper--in this challenging economic climate. He covers the business of telecom--everything from the various types of telecom companies to developing a product that the market can really use. Invaluable to executives, managers, and decision-makers at telecom carriers of all sizes, this much-needed resource is a veritable executive summary of how (and how not) to run a telecom business--and includes advice, tricks-of-the-trade, solutions, factual information, and strategies that can keep your business afloat while others are sinking.LOOK INSIDE TO LEARN:\* The best organizational structures\* Sales and marketing fundamentals\* How to evaluate the marketplace and the financial value of products and services\* The most effective management styles\* How to integrate technological and business objectives\* How to develop and implement market-driven strategy\* What you need to know about state and federal regulatory considerations\* How globalization affects every carrier\* Manufacturing and outsourcing techniques.About the AuthorP.J. LOUIS has nearly a quarter of a century's worth of experience in the telecom business. Mr. Louis is currently an advisor in the financial arena. Prior positions include vice president of Carrier Marketing And Product Management at TruPosition, Inc., a leading provider of wireless location services. Mr. Louis has also served as chief of staff for engineering in NYNEX (today known as Verizon). He has held a number of leadership positions within Bell Communications Research and

NextWave Wireless. Mr. Louis is a former officer of the Institute of Electrical and Electronics Engineers (IEEE) Communications Society, New York Section. Mr. Louis has been a member of IEEE for 25 years. His experience includes leading sales and marketing organizations as well as technology organizations. Mr. Louis has been a featured speaker in telecommunications conferences and is the author of three McGraw-Hill books: M-commerce crash course, broadband crash course, and telecommunications internetworking.