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Death of Distance: How the Communications Revolution is Changing Our Lives (Paperback)

By Frances Cairncross

Harvard Business Review Press, United States, 2001. Paperback. Condition: New. Revised. Language: English . Brand New Book. In this paperback edition of the acclaimed book The Death of Distance , journalist Frances Cairncross of The Economist shows us how the world is changing with the introduction of the Internet and wireless technology. First published in 1997, Cairncross provocative book - based on evidence from two sweeping surveys on telecommunications - argues that new communications technologies are rapidly obliterating distance as a relevant factor in how we conduct our business and personal lives. Now, the author has substantially rewritten and updated the book, with 70 percent new data, fresh analysis, and new company examples to offer a look at the economic landscape ahead. Cairncross argues that the story today is not only the diminishing importance of distance, but also the mobility and ubiquity of technology. New material covers the implications of recent events and debates including: the rise and fall of the dot-com phenomenon; the spread of mobile telephones and other wireless communications; the wave of technology mergers; the authenticity of the new economy ; diverging trends in business-to-consumer and business-to-business e-commerce; the restructuring of the organization in the wake of...



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