



# Mobile Market Development

## **Telco Branding for the Digital Age**

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction This report examines how telco brands need to evolve in the digital age. What is Telco 2.0 in brand terms? There are many different approaches and a wide range of levels of success. In some cases, brand reinvention is based on aspirations or perception of the successes of digital players, rather than an accurate understanding of capabilities and what the market will accept. The future viability of telcos as a market force (rather than just a connectivity provider) depends on getting it right. Three i3