



The World Wide Wi-Fi: Technological Trends and Business Strategies

Teik-Kheong Tan, Benny Bing

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Your success guide to the next wireless revolution

The next watershed innovation in wireless technology is here: IEEE 802.11 wireless local area networks (LANs).

Recent studies from IDC indicate that the Wi-Fi wireless LAN market will likely account for ninety percent of projected LAN equipment revenues by 2005—a trend that promises to spill over into home wireless networks. Yet this amazing growth has also created confusion: Which version of 802.11 is best for vendors and end-users? What about solutions such as the a/g and a/b combinations of the 802.11 standards?

In *World Wide Wi-Fi: Technological Trends and Business Strategies*, Teik-Kheong (TK) Tan and Benny Bing provide a clear, accessible road map of the Wi-Fi wireless LAN market. Unlike most books on wireless local area networks (WLANs), this must-have resource explains both the business and technology of WLANs, and offers ready-to-use tactics and strategies for thriving in this lucrative field. Along the way, you'll also gain insight into the emerging Wi-Fi standards.

World Wide Wi-Fi presents:

- * Key technological issues related to the design and deployment of Wi-Fi wireless LANs
- * An insider's look at market dynamics, market segmentation, service provider, enterprise, and chipset strategies
- * The interrelationship between the 802.11 a, b, and g standards
- * And much more

Supported by real statistics and case studies, plus profiles of suppliers, regulators, and other market players, this one-of-a-kind guide helps you create effective market penetration strategies and evaluate vendor-specific features. Ultimately, *World Wide Wi-Fi* defines the 802.11 market: its rapid expansion, its challenges, and its future. Most of all, it's your invitation to profit from everything that this red-hot industry has to offer.

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