

ROAM

Making Sense of the Wireless Internet

BRUNO GIUSSANI

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During the last few years, we've been invaded by a whole new set of acronyms and a flurry of new terms related to mobile communication technology. Wireless has been heavily hyped by the industry. Revenues for wireless commerce are forecasted to hit everywhere between 22 and 200 billion euros by 2005 -- a bracket that shows the huge uncertainties surrounding the "wireless Internet".

In today's business environment, executives and employees are more mobile than ever, and their access to data and information is shifting from the desktop to Internet-enabled wireless devices. The wireless proposition is therefore extremely appealing and the potential is huge, which is why cellular operators and hundreds of smaller companies are investing heavily and promising life-changing services and applications.

In *Roam*, Bruno Giussani cuts through the hype to analyse the opportunities, challenges and dangers ahead for businesses and for individuals. He answers the most pressing questions: **How will wireless and portable devices create sustainable business opportunities? What products and services do users really want? How will wireless change business processes? Etc.**

By looking at the nature of wireless markets in Europe, Japan and America *Roam* explains 3G, WAP, SMS and i-mode and analyses future products, services, technologies, markets, likely usages and business models in six sections:

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|-----|------------------------------------|----|---------------------|
| i | the birth of the wireless Internet | iv | devices |
| ii | services and applications | v | security and safety |
| iii | technology | vi | new players |

There are no other books on the market tackling this subject in an accessible and business-orientated way (rather than a technology-focused way). *Roam* is the first roadmap for the wireless future.

Bruno Giussani, 37, is the Director of Innovation at 3G Mobile, a Swiss wireless company. He has been the European Editor of the *Industry Standard* Magazine; a political and business editor for magazines and newspapers in Europe; an Internet columnist for the *New York Times*; and a Director of Internet strategy at the World Economic Forum. He lectures at the Swiss Federal Institute of Technology and is a frequent speaker at Internet and wireless events. His website can be found at www.giussani.com/roam/

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