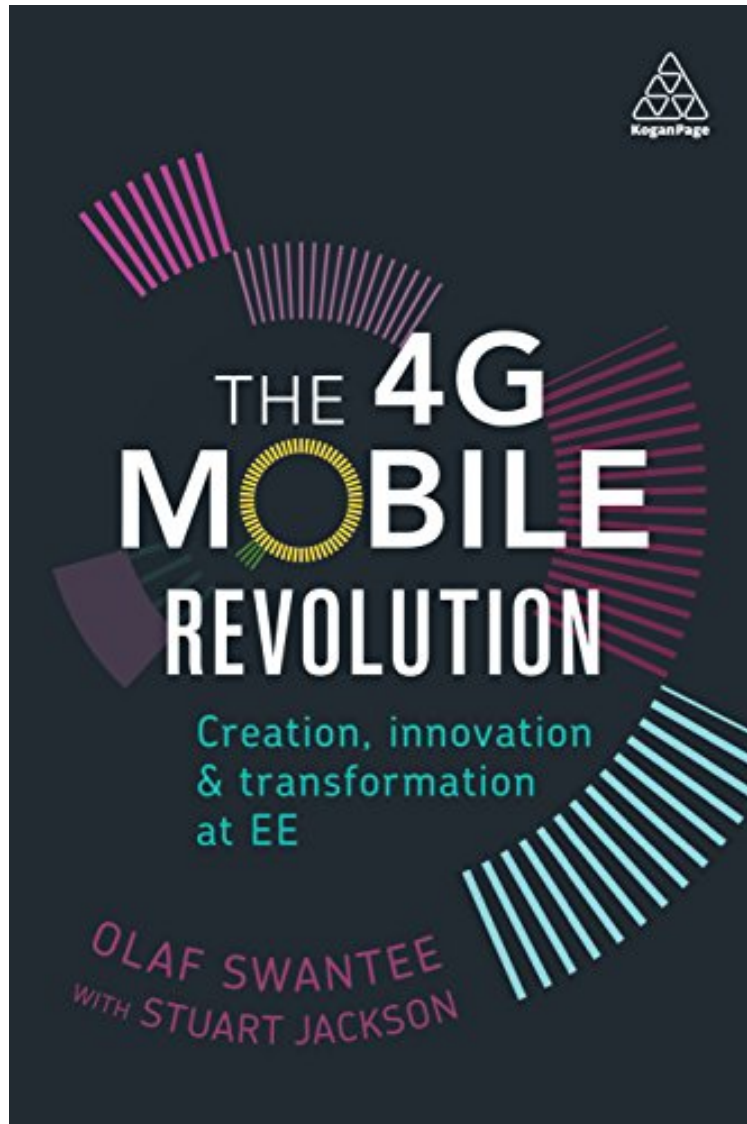


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The 4G Mobile Revolution: Creation, Innovation and Transformation at EE

Olaf Swantee, Stuart Jackson

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Excellent book, a must to read by anyone whi has the responsibility to guide a company through this era of fast change.
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Despite its title, this

is not a technical book looking at the way 4G mobile phone networks are changing our mobile lives. Instead it is a fascinating and incredibly candid book about how a company made a massive change programme, rebrand and relaunch within a highly competitive industry at breakneck speed. The company is EE, a British mobile phone network, and the story is told by its former CEO, who led a merger of two competing networks whilst "merely" rebranding and coming out with a new market-leading advantage at the same time. No pressure! The result is a captivating inside-track first-hand report that can provide much inspiration and practical examples to those who may be involved within leadership, development, transformation, marketing and many other disciplines. It was a true Herculean effort that should not be under-appreciated. It could almost be the genesis of a Hollywood movie. Unless you really know the story about EE and are a bit of a telecoms nerd, a lot of the detail may be missing from your knowledge. At the risk of adding hyperbole to the mix, this reviewer won't be giving away details of the plot since in one way it may otherwise ruin part of the story or the magic of the book. Clearly the end point is known, but the journey and its routing is perhaps the bigger story! If you are in business with any form of managerial or leadership capacity, you may be well advised to consider this book. This could be one of the better random book purchases you make this year and deservedly so. Even if you are just a curious, generalist reader, you are in for a great surprise and a real treat!

The 4G Mobile Revolution charts the extraordinary journey of innovation and change at EE, told by its former CEO, Olaf Swantee. This is the story of the highly successful transformation when Orange and T-Mobile merged to form a whole new organization, a whole new brand and a whole new mobile era with the introduction of the 4G network. This authoritative exploration of the telecommunications industry takes the reader through every crucial stage in EE's journey: from the crafting of the secret merger, to designing a visionary new brand identity and innovating at speed to provide superfast 4G. Change initiatives are notoriously difficult to navigate and very rarely are considered to be a success. However, transformation is omnipresent and inherent to business success in today's fast-moving climate. This book charts the ups and downs of change and pulls out insightful key principles for navigating the storm of transformation in any industry. Successful business revolution requires inspirational leadership, a motivating purpose for your people, a keen sense of brand identity, a culture of innovation, a willingness to break the status quo and a truly collaborative team. Olaf Swantee and Stuart Jackson explore these crucial and exciting themes as they recount EE's journey from merger, to 4G innovation, to the company's takeover by BT for an estimated value of 12.5 billion pounds. This is an inside look into the practices of one of today's most inspirational leaders and is essential reading for any executive grappling with change.

About the Author Olaf Swantee was most recently the CEO of EE, a communications company in the UK. He had previously worked at Hewlett-Packard, Compaq, and Digital Entertainment in both Europe and the United States.