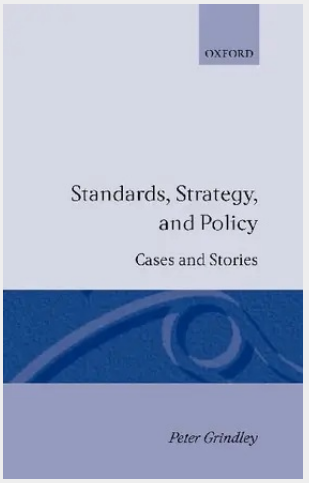
Grindley

Standards, Strategy, and Policy

Cases and Stories



This book aims to help the business strategist and policy-maker understand how compatiblity standards may be used to ensure business success. It provides a framework for standards strategy and policy, together with a series of case-studies which interpret the economics of standards in practical settings. The book considers the problems of establishing a new standard in the market and winning standards contests. It also studies questions of how to maintaing the profitability of a standard and how to compete within an established standard. It combines the strategic analysis with an evaluation of standards policy, and suggests ways in which markets and policy intervention may effectively be used together. Cases include contests for standards for video cassette recorders, digital audio tape, personal computers, open computer systems, high-definition television, and Telepoint cordless phones. Standards have long been seen as a technical problem, yet in a large number of industries they are central to business strategy and technical aspects are only part of the effort needed for product success. They imply very different strategies and policies than for conventional products.

This book aims to help the business strategist and policy-maker understand how compatiblity standards may be used to ensure business success. It provides a framework for standards strategy and policy, together with a series of case-studies which interpret the economics of standards in practical settings. The book considers the problems of establishing a new standard in the market and winning standards contests. It also studies questions of how to maintaing the profitability of a standard and how to compete within an established standard. It combines the strategic analysis with an evaluation of standards policy, and suggests ways in which markets and policy intervention may effectively be used together. Cases include contests for standards for video cassette recorders, digital audio tape, personal computers, open computer systems, high-definition television, and Telepoint cordless phones. Standards have long been seen as a technical problem, yet in a large number of industries they are central to business strategy and technical aspects are only part of the effort needed for product success. They imply very different strategies and policies than for conventional products.

251,20 €
251,20 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780198288077
Medium: Buch
ISBN: 978-0-19-828807-7
Verlag: OUP Oxford
Erscheinungstermin: 03.08.1995
Sprache(n): Englisch
Auflage: Erscheinungsjahr 1995
Produktform: Gebunden
Gewicht: 617 g
Seiten: 300
Format (B x H): 161 x 240 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)