strategy+business

A Master Model for Mobile Multimedia

For further information:

Helmut Meier, Dusseldorf: helmut.meier@booz.com

Roman Friedrich, Dusseldorf: roman.friedrich@booz.com

Hanno Blankenstein, Munich: hanno.blankenstein@booz.com

Booz & Company

from **strategy+business** issue 34, Spring 2004

reprint number 04108



strategy+business magazine is published by Booz & Company Inc.
To subscribe, visit www.strategy-business.com

For more information about Booz & Company, visit www.booz.com

Originally published as "A Master Model for Mobile Multimedia" by Helmut Meier, Roman Friedrich, and Hanno Blankenstein.

