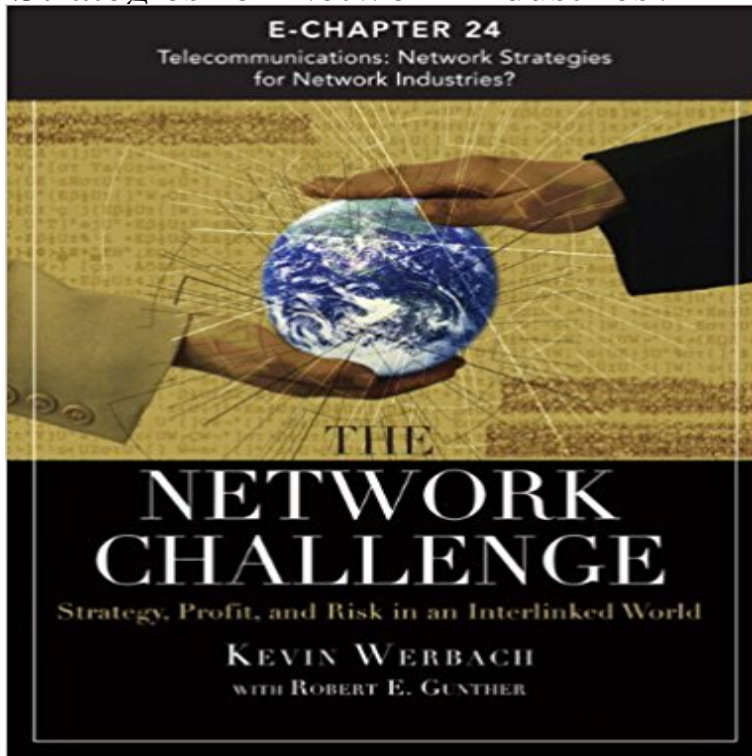


Network Challenge (Chapter 24): The: Telecommunications: Network Strategies for Network Industries?



Telecommunications is a networked business, yet it traditionally has resisted a network-based view in its strategies and business models. In this chapter, Kevin Werbach explores this paradox, contrasting the worldview of Monists such as AT&T, who see the infrastructure as inseparable from the network, and Dualists such as Google, who see the network and its applications as distinct from the underlying infrastructure. Not surprisingly, AT&T is a proponent of “tiered access” whereas Google argues for “network neutrality.” Finally, Werbach examines how a more modular future might bridge the gap between those who seek to own and capitalize on the network and those who seek to expand it through more neutral offerings.

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