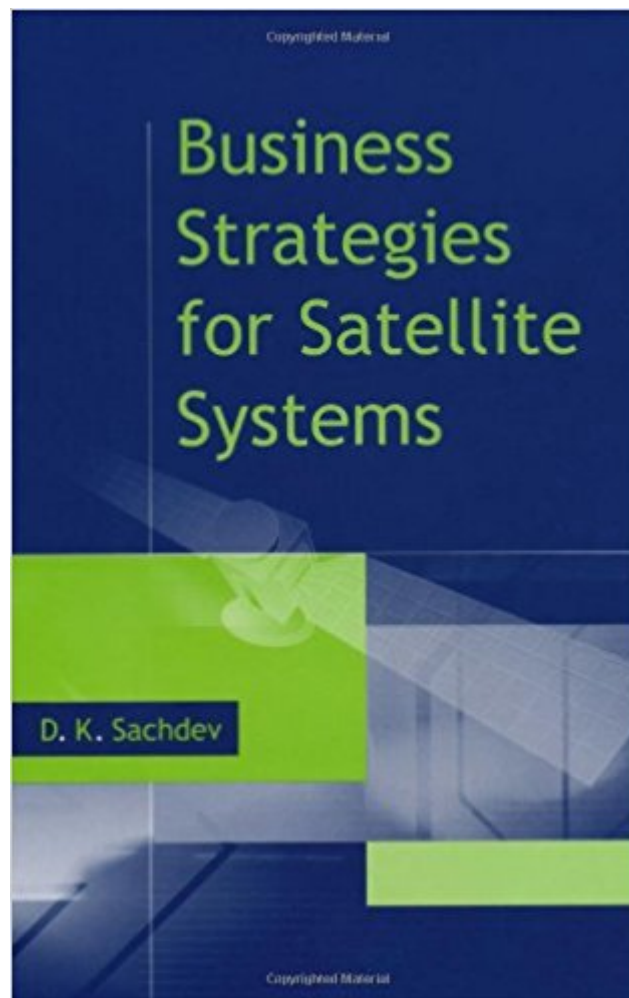




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Business Strategies For Satellite Systems (Artech House Space Applications Series)



Synopsis

To be successful in today's satellite communications marketplace, you know that business savvy counts as much as technical expertise. This informative new book gives you the management insight and expertise needed to successfully operate satellite systems as business ventures. Based on the author's more than 25 years experience in developing and managing satellite systems, the book explains how to master the complexities of deploying satellite systems while reaching overall business objectives. This unique resource combines the essentials of strategy development and project management in one integrated approach. You find in-depth coverage of each building block of this approach from the perspective of business and industry managers. By showing you how to determine customer needs, the book enables you to formulate the goals that define success. It also explains the critical role of team management and emphasizes the importance of team communications.

Book Information

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Customer Reviews

I consider this book to be a masters degree on managing satellite systems. It was extremely helpful for me as an engineer with a masters in communications engineering and MBA.

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