Anytime, Anywhere

*Entrepreneurship and the Creation of a Wireless World*

Wireless entrepreneurs are transforming the way people live and work around the globe. In the process they have created some of the fastest-growing companies on the planet. This book candidly tells the story of the birth and explosion of cellular and wireless communications by focusing on one of the industry's pioneers, Sam Ginn. As deregulation and privatization swept the globe, Ginn and his team at AirTouch Communications fought for and won licenses on several continents. They built an amazingly successful business using strategic partnerships and joint ventures. In the process, they demonstrated a new model for global entrepreneurship in a high-tech, information-based economy. The combination of AirTouch with Vodafone in 1999, and of Vodafone with Mannesmann in Europe in 2000, has created the largest wireless business in the world. Vodafone also formed a joint venture with Bell Atlantic to create Verizon Wireless in 2000, the largest wireless company in the United States.

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Dedicated

to our patient, wise, supportive, good-humored families
Anytime, Anywhere

Entrepreneurship and the Creation of a Wireless World

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