

The Last Mile: Broadband and the Next Internet Revolution

Content

The Last Mile: Broadband and the Next Internet Revolution by Jason Wolf.

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"The word is broadband and companies hope the sky is the limit." *The New York Times*, March 23, 1999

How big is broadband? Its implementation will affect all 201 million current Internet users. *The Last Mile* provides the business community with the first look at this next Internet revolution. Discussing the business impact, strengths, and weaknesses of broadband in non-technical terms, managers and executives will learn how to become major players in the new digital future.

From definition to implementation, *The Last Mile* clearly shows readers how broadband can impact their businesses for success. Here, professionals will learn: how this latest Internet buzzword actually works; the technology behind broadband; how it is likely to affect various other industries; its overall limitations and how to deal with them; and how to identify new opportunities in the market due to the evolution of broadband.

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