Management of Broadband Technology and Innovation: Policy, Deployment, and Use (Routledge Studies in Innovation, Organization and Technology)

Jyoti Choudrie, Catherine Middleton

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When one considers broadband, the Internet immediately springs to mind. However, broadband is impacting society in many ways. For instance, broadband networks can be used to deliver healthcare or community related services to individuals who don't have computers, have distance as an issue to contend with, or don't use the internet. Broadband can support better management of scarce energy resources with the advent of smart grids, enables improved teleworking capacity and opens up a world of new entertainment possibilities. Yet scholarly examinations of broadband technology have so far examined adoption, usage, or diffusion but missed exploring the capacity of broadband networks to enable new applications, the management aspects of funding and developing broadband-enabled services, or the policy environment in which such networks are developed. This book explores a wide range of issues associated with the deployment and use of broadband including its impacts on individuals, organizations, and society, and offers a generalist understanding of the technical aspects of broadband.

Management of Broadband Technology and Innovation offers insights on broadband from the perspectives of Information Systems, Management, Strategy, and Communications Policy scholars, drawing on research from these disciplines to inform diverse aspects of broadband deployment, policy, and use. Issues associated with a subject technical in nature, but now researched in many ways, are emphasised. This book explains various softer aspects of broadband deployment and use, focusing on the benefits of broadband rather than on details of the technology.

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