

# Ericsson Business Review

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BUSINESS STRATEGIST TORBJÖRN NILSSON ▶

## STRATEGIC INNOVATION EXPLAINED

**Obsession with youth**  
finding out what consumers really want

**IPTV** Why new regulation is necessary

*Opinion*

"Small screens could rule the internet – if operators get wise."

TELSTRA: HOW NEXT-GENERATION MOBILE boosted business

THE THREATS to global standards

**21** PAGES MOVING INTO WARP SPEED – HYPERCONNECTED CITIES page 16-36

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