

# You may think we are dead wrong...

**PRESSED FOR TIME** as you all are, why should you take time and read yet another job-related magazine? Because this is about a business that isn't what it used to be and we need a new platform for an open debate about what lies ahead of us.

**AT ERICSSON**, we thought it a shame we had done so little to share all the business knowledge we have accumulated over many years. After all, we have been around for 130 years and we are constantly talking with opinion shapers, policy makers and operators of all shapes and sizes around the world. We discuss anything, from the media industry landscape to business expansion made possible by bio-fuel-powered base stations in Africa.

**WHY KEEP THAT A SECRET?** Instead, we want to bring our business insights to the table and create an open dialogue in a way we think will benefit the whole industry. We will not just voice our own opinions. We will take care to balance them with independent, external contributors and, not least, let business leaders speak their own mind. You may not agree, and you may think that we or they are dead wrong. That will be a good reason for you to get back and participate in the debate.

**AND WHY** are we doing this now?

**WE SEE SOMETHING BIG** happening now – the broadband revolution. I don't hesitate to use such a strong word because I am convinced that it will be an even bigger upheaval for the industry than mobile telephony. Bigger because it has the potential to reach



everyone, everywhere, with benefits and content of a scope and scale that is hard to imagine. It will be mass-marketed, but still personalized to an individual's taste. This will be done in new business constellations using a multitude of technologies – a challenging task with big rewards for those able to act. So, when the compass needle spins in a flurry of announcements of technology and business hype, someone has to assume leadership and keep things together.

**WE HOPE YOU WILL JOIN** the discussion, so welcome to Ericsson Business Review!

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