Chapter II

Towards a Networked Economy

Introduction

This book is about mobile services in a networked economy. For some readers, the term “networked economy” may well be self-evident, but for others the meaning may be somewhat unclear. Therefore, in this chapter I will clarify what the term “network economy” means in the context of mobile services, and particularly in this book.

This book it is not about mobile networks from a technological point of view; neither is it about network externalities as defined in economics. The way each of us understands the meaning of the term “network economy” is very much related to our academic background or the kind of business we are in. According Frels, Shervani, and Srivastava (2003, p. 31), the term “network” is widely used both by economists and marketers (not to mention organizational theorists and sociologists). In marketing, the term has meanings such as “business networks” or “social networks,” whereas economists originally used the term “network” to refer to phenomena such as “network externalities.”

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