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Fighting the Next Good Fight: Bringing True Broadband to Your Community

Craig Settles

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Fighting the Next Good Fight: Bringing True Broadband to Your Community Craig Settles
Separate fact from hype to effectively plan and deliver highspeed Internet services to your community. Internationally recognized business strategist Craig Settles gives you a foundation for building a financially sustainable broadband network. "This book defines the needs, identifies the pitfalls, lays out the options, and ultimately prepares you to structure your own plan to promote better broadband in your community," according to Ken Fellman, President, National Association of Telecommunications Officers and Advisors (NATOA). Mr. Settles offers guidelines to action for government administrators and IT staff, private-sector companies, community stakeholders and economic development professionals. 12 chapters methodically walk you through key broadband strategy and tactics. Craig Settles doesn't give you all the answers. In plain English, he helps you find the best answers to meet your community's specific broadband needs. His book begins by focusing on the primary objective driving broadband projects nationwide: increasing economic development. Mr. Settles then methodically walks you through the issues key to broadband success.

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