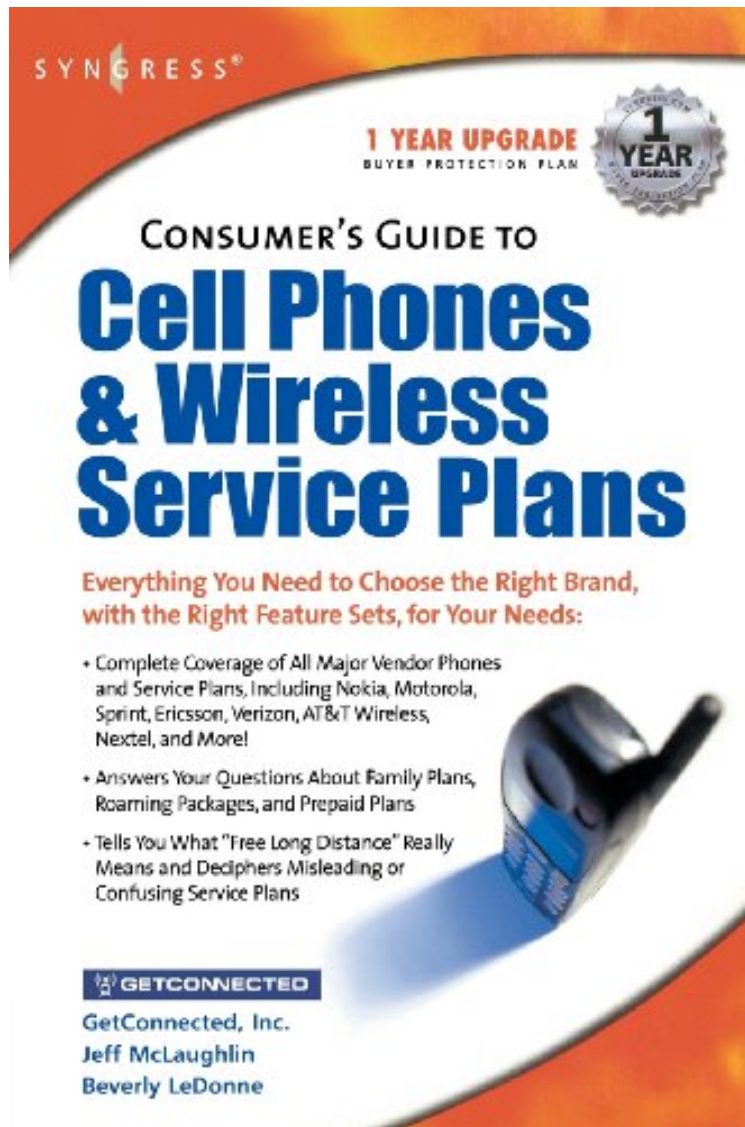


## Consumer's Guide to Cell Phones Wireless Service

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outdated with much of the information irrelevant to the current state of technology and markets. It gets one star for at least having some basic info on classis technology. Even with that, it's not even a good paper weight. This is the first book that I returned. 1 of 1 people found the following review helpful. know their stuff! By A Customer Common-sensical, well-written, insightful. 1 of 1 people found the following review helpful. Good Introduction By Andrew Mennen A well written book on cell phones. Cell phone plans and services are changing as we speak now, but kudos to the authors for taking the difficult task of describing the services. If you find the cell phone plans and services confusing, this book is a good start. Without getting too much technical, the book describes the technical aspects of wireless technology in a easy-to-understand language. The FAQ was particularly useful.[...]

Choosing the right mobile phone and service plan can be overwhelming, particularly if you travel abroad - this truly international guide is ideal for the mobile executive. Experts estimate that by 2005 there will be over 1.26 billion wireless phone users around the world. (Source: Cellular Telecommunications Industry Association). It's overwhelming to think of the options available to the consumer when it comes to buying mobile phones, phone accessories, and service plans. So many people are confused by the myriad of wireless phone claims, the endless advertised rates and the countless service plans with all their options. The Consumer's Guide to Cell Phones is designed to help consumers choose what program may best suit them. This book helps streamline the wireless-buying process by providing a complete listing of all wireless providers and the details of their plans. International listings cover USA, Africa, Asia-Pacific, Australia, Europe, Latin America, and the Middle East. As an example, in Ireland there is coverage of Digiphone and other plans, in Australia of Telstra, in the UK Cellnet, Orange, etc. The companion web site for the book includes a service provider database. As the mobile market continues to grow more people are looking to use their phone for fax, e-mail or mobile computing - this book has the answers

About the Author Jeff McLaughlin is the Senior Director of Wireless Partnerships for GetConnected, Inc. and is part of the senior management team. He has been in the wireless industry since 1994 working for wireless carriers, wireless vendors, and wireless agents. Jeff is responsible for securing partnerships with all the wireless service providers for GetConnected and for leading the strategic wireless initiatives with carriers, manufacturers, and other wireless industry players. Prior to GetConnected, Jeff was Director of Corporate Marketing for Boston Communications Group, Inc., a leading provider of prepaid services technology to wireless carriers and Business Products Manager for ATT Wireless, one of the leading wireless carriers in the United States. He received his M.B.A from Seattle University and his B.S. from Northeastern University, Boston, MA. Beverly LeDonne is the Senior Director of Content Services and Business Operations for GetConnected, Inc. and is part of the senior management team. Beverly is responsible for implementing new partnerships and leading innovative initiatives in data management and presentation. Prior to GetConnected, Beverly managed 200 employees and an over \$30 million PL as Division Manager at APCOA/Standard Parking, the largest parking management service organization in the United States. She received her M.B.A from Louisiana State University and her B.A. from Thomas More College, Merrimack, NH. GetConnected, Inc. Founded in 1999, GetConnected, Inc. provides a suite of software tools that facilitate the sale of wireless, broadband, local phone, long distance, cable, and satellite television services. Named by Newsweek as one of the 103 Best Web Sites and by PC World as Best Cell Phone Site, GetConnected.com, is an easy-to-use Web site that empowers users with the information necessary to help them select the services that best meet their individual needs. GetConnected, Inc. Consumers will also be able to access the GetConnected telecommunication shopping services in private labeled applications at retail, where GetConnected will power the shopping experience and order processing for its retail partners.