Readings (page 1 of 2)

Texts:
There is no assigned text, as such, for this course. We will indicate useful readings in class and include information and links in this section.

General background
Brigham & Houston, Fundamentals of Financial Management (10th ed., South-western)


Specific useful references
- WASP - Wireless application service providers
- FAQs from Vodacom (South Africa) (http://www.vodacom4me.co.za/wasp/index_qa.html)
- WASP Handbook (http://www.vodacom4me.co.za/wasp/index_handbook.html)

MODULE TWO AND THREE

Readings for 10/19:

A) INTRODUCTION:
Leading thought: Get an overview of the developments regarding digital convergence
“New Digital Media and Devices” (Hess/ Rawolle (2000))

B) MOBILE MARKET DEVELOPMENT:
Leading thought: Get to know the developments in the mobile market since it will be our challenge to integrate mobile with “old” print and web-media
- Durlacher Mobile Commerce Report (old, but still giving a good overview)
- Music and mobile phones: Ringing the changes, Apr 15th 2004, From The Economist print edition (surprising developments!)
- Global M-Payment Report (Arthur D. Little (2004))

C) MOBILE PUBLISHING
Leading thought: Introduction into the challenges of integrating mobile and print
- “Mobile Publishing in Print Media Companies” (CDTM, Antje Seider 2004), chapter 1
- Draft of a “Generic Mobile Publishing Framework” (.ppt)
Readings (page 2 of 2)

Readings for 10/21:
Leading question: How does the technology looks like, that makes the integration of mobile, web and print possible?
3. “Trends and determinants of managing virtual R&D teams” (Gassmann/ von Zedtwitz (2003)) (as a reminder of the challenges a Berkeley-Munich team will face)

Readings for 10/26:
Leading thought: Become aware of the advantages of visualizing ideas and concepts in mock-ups:
1. “The Usability Engineering Lifecycle” with Mock-up Example “Interaktiv”

Readings for 10/28:
Leading Question: Benchmark your own ideas you prepared as hand-ins for session 3 with the case studies presented in this paper):
1. “Mobile Publishing in Print Media Companies” (CDTM, Antje Seider 2004), chapter 5 – 7

Readings for 10/28:
1. Preparation of Case Study Boston.com

Readings for 11/2:
Leading thought: Learn about blogging and think about the (commercial?) opportunities for media companies of integrating the reader (user) into the production of content:
1. “Weblogs Bring Journalists into a Larger Community” (Paul Grabowicz in Nieman Reports (2004)).
2. “Blogs and journalism need each other” (J.D. Lasica in Nieman Reports (2004))
3. “How blogging benefits media organizations” (J.D. Lasica in Nieman Reports (2004))

Readings for 11/4:
Leading thought: The product platform you were introduced to in Session 6 can be understood as a Toolkit provided by an IT company to a media company (user)
1. ”Shifting Innovation to Users via Toolkits” (Hippel/Katz (2002))

Readings for 11/9:
Preparation of Case Study: The Wallstreet Journal