

This book is written to analyse positioning specifics in mobile telecommunication; and to develop and test an instrument for measuring the level of marketing orientation in three important telecommunication companies namely Maxis, Celcom and DiGi. The proposed positioning instrument can be used to solve the issues of identifying strategies to encourage customers to buy more as well as create customer loyalty. In addition it helps the managers of these companies to find better solution(s) in order to achieve the competitive advantage over their powerful rivals. In this book the authored is sharing her extensive research and experience on positioning telecommunication services and techniques that can be used by all mobile companies to promote customers and increase their revenue.

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