

# Mobile networks may soon be marketing services over technology

Sam Michel, chief of e at Airborn Wired & Wireless, has predicted that there will be a fundamental shift in the mobile networks from a technology focus to a consumer and technology synthesis. "How well this synthesis is achieved," he says, "will determine the winners and losers in the field. What you're finding, in fact, is that some networks are hiving off into a separate infrastructure company and separate marketing and services sections. It's very difficult for an engineer to be a marketer and a marketer to be an engineer. The net effect will be more effective use of technologies, like SMS and voice. I don't think the networks will be marketing technology, but services."

**Source:** [Mobile.Works](#)

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