

As the information superhighway moves into the home through interactive media, enhanced telecom services, and hybrid appliances, interest continually grows in how consumers adopt and use Information Technology (IT), the strategies IT marketers use to reach consumers, and the public policies that help and protect consumers. USE COPY FROM THIS POINT ON FOR GENERAL CATALOGS... This book presents a unique collection of papers dealing with the demand side issues of new information technologies in the home. The contributors are from business, academia, and the public policy sector and represent many disciplines including communication, marketing, economics, psychology, engineering, and information systems. This book provides one of the best introductions to complex issues such as: * business forces that will shape Home IT of the future; * industry structure of the future Infotainment mega-business; * factors affecting consumer adoption and use of IT; * international differences in the management of the IT sector; and * public policies that will shape the deployment and use of IT.

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