

Android (Stanford SM-176)

- 1)** Describe the general characteristics of the wireless ecosystem. What are the economics in the industry? What changes occurred in 2008 that have already impacted or will have the potential to impact the U.S. Wireless industry?
- 2)** What is Android, and how does it compare to other operating systems for smartphones?
- 3)** Why is Google investing in Android? How and when will Google be able to determine if Android is a success?
- 4)** To what extent are the stakeholders in the wireless industry aligned with Google? What are the motivations and risks that each member of the wireless ecosystem are focused on? What sources of competitive advantage does each possess? How will the viability of OHA be impacted by the actions that members of the ecosystem take?
- 5)** How likely will Google be a cross boundary disruptor for the wireless industry? Why?
- 6)** What would you do if you were a wireless operator with the introduction of Android and the iPhone?