



Análisis del segmento de la telefonía móvil en México: Iusacell [

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text (article)

Analítica

The aim of this paper is to analyze the telecommunications industry focusing on the segment of mobile telephony in Mexico and the role of the company Iusacell plays. It takes as starting point the theory based in the industry for strategic business management, by analyzing the concentration of this oligopolistic competition market presents. The methods used to determine the level of concentration are the Herfidal and Hirschmann Index and the Index of Dominance (Pascual), then the results obtained will be used in Games Theory to determine possible strategies that can help this company to expand its market or even in the process of strategic planning, which can be attended by managers of the firm

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