Final Project Review

American Telephone and Telegraph (AT&T) is an American based telecommunication company and chief fixed telephone services’ provider in the U.S. The company’s history dates back to 1880 as a Bell Telephone Company’s subsidiary. From being subsidiary, the company evolved and rebranded its name to AT&T in 1885. The company is currently operating globally with its major international markets in Asia Pacific and Mexico.

I think this company will be the best focus of the project since it is strategically placed in the market. AT&T is a well-established company in the telecommunication industry commanding a greater percentage of the market share in U.S, Asia Pacific, and Mexico. The company has a potential to expand its market within U.S and internationally. AT&T is resourceful in understanding organizational dynamics due its history of breakup and acquisition.

AT&T is a key player in telecommunication industry, a highly changing and competitive industry. This industry is dependent on innovation and creativity making it highly competitive. The industry has many plays, dynamic business environment, as well as unique regulatory policies and issues (Bigliardi, 2012). These mix of market conditions will be important is understanding business environment.

# References

Bigliardi, B. I. (2012). The adoption of open innovation within the telecommunication industry. . *European Journal of Innovation Management,*.

AT&T Company Profile retrieved on 3rd May 3, 2018 from https://about.att.com/sites/company\_profile