

Verizon consolidates its wholesale operations

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Abstracts

As the wholesale market increases the rate at which it is evolving from a commodity bandwidth-oriented telco business to one of more sophisticated solutions for a wider range of content- and service-focused customers, long-time competitors must adopt new strategies to maintain success. Verizon's integration of its wholesale groups into a single unit serving the global marketplace enables the company to better manage its wholesale brand and its response to market demand.

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