ESSENTIALS OF MOBILE HANDSET DESIGN (THE CAMBRIDGE WIRELESS ESSENTIALS SERIES) BY ABHI NAHA, PETER WHALE

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Review
"...I have learned a lot from this book...is an enjoyable read and contains many valuable lessons on product development. This book is also a comprehensive, albeit, high level, tour of cell phone hardware, software, and networking. I think this book would be very useful to engineers, educators, and marketing people." - Alfy Riddle, IEEE Microwave Magazine, September/October 2013

About the Author
Abhi Naha is the CEO and Founder of Zone V Ltd which specialises in empowering blind people through mobile devices. Previously he held senior management roles at Powermat and Idem. Idem is a leading mobile handset design house with over one hundred million mobile handsets designed in the market for top tier one handset brands. Prior to that he was a senior manager at a Silicon Valley mobile touch screen and user interface technology provider, Synaptics. He is an ex-Chairman of the UK-based charity Beatbullying, and Vice President and board member of the Communications and Manufacturing Association of India. He has also held advisory roles for Goldman Sachs and Silver Lake in the area of mobile handset user interface technologies. He holds an MBA from Aston Business School and a BSc (Honours) degree in Electronic Engineering from Leicester University.

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Discover what is involved in designing the world's most popular and advanced consumer product to date - the phone in your pocket. With this essential guide you will learn how the dynamics of the market, and the pace of technology innovation, constantly create new opportunities which design teams utilize to develop new products that delight and surprise us. Explore core technology building blocks, such as chipsets and software components, and see how these components are built together through the design lifecycle to create unique handset designs. Learn key design principles to reduce design time and cost, and best practice guidelines to maximize opportunities to create a successful product. A range of real-world case studies are included to illustrate key insights. Finally, emerging trends in the handset industry are identified, and the global impact those trends could have on future devices is discussed.

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Cambridge Wireless, an industry membership organisation of which he is also a board member. He has a degree in computer science, is a member of the British Computer Society and is a chartered engineer.

Most helpful customer reviews

1 of 1 people found the following review helpful.
Not bad, but more marketing oriented
By A. Kashyap
Based on the title of the book, one would assume that the book goes into technical details of mobile handset design. While the book does get technical in certain areas, it keeps much of the discussion at a "high-level". More useful for marketing / product development managers than for engineers.

0 of 0 people found the following review helpful.
A valuable insight into the mobile industry!
By Rob - Designer
Essentials of Mobile Handset Design (The Cambridge Wireless Essentials Series)

As a UX professional I found the Essentials of Mobile Handset Design a really enjoyable and insightful read and at times really hard to put down... 'physically'! Having worked within the small screen and mobile design industry for the past 10 years as a UX Designer, I had slight trepidation that I would already know all there is to know about 'my world of mobiles and designing for them'. The authors really do take you on a journey, where I think for the most part, mobile users of today think that mobile phones only really came of age from 2007 with the launch of the iPhone and then 6 months after that with Samsung's alternative offering. Although this changed how we perceive mobiles to function, the journey had started way before then and this book really does cover at pace the story from the first mobile networks to popular devices through the last decade+ and how experiences have had to rapidly adapt with new technology.

I urge to pick this book up and tag along for the ride in which Abhi Naha and Peter Whale so very cleverly immerse you right from the the first page. What I like about the book is that it really does leave you thinking about the future and what it holds it's users and where the industry will move us from here. So whether you're a professional or just interested in anything mobile and want to know more about how the pieces of the mobile telephony puzzle fit together... whether it be from handset technology, mobile design, or to a more grounded perspective from within the industry, you too will also find it hard to put down.

0 of 0 people found the following review helpful.
Very good essentials and general overview of the industry
By Tine
The book excellently explains the process of creating a handset. It gives a great overview of the processes, technology and knowledge that go into the creation of the mobile phone.
Despite technical descriptions of technologies and process methodologies, the book isn't too hard to understand for a layman; a lot of examples with vivid descriptions help with the explanation.
The layout of the chapters helps with the introduction to specific field of handset design: the chapters begin with the introduction, dig deep into different aspects of a mobile phone and ending with a conclusion - giving a great overview of the area.
As someone working in the software design, it gave me broader overview of what it takes to bring a device to life, how it all began and what are the trends that will define the future.
I highly recommend this book to anyone working in the mobile industry or interested in the mobile design.

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