

NOKIA'S HISTORI AND ITS PEOPLE

Kukavskaya T.M IN-02

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The first Nokia century began with Fredrik Idestam's paper mill on the banks of the Nokianvirta river. Between 1865 and 1967, the company would become a major industrial force; but it took a merger with a cable company and a rubber firm to set the new Nokia Corporation on the path to electronics...

The newly formed Nokia Corporation was ideally positioned for a pioneering role in the early evolution of mobile communications. As European telecommunications markets were deregulated and mobile networks became global, Nokia led the way with some iconic products...

In 1992, Nokia decided to focus on its telecommunications business. This was probably the most important strategic decision in its history.

As adoption of the GSM standard grew, new CEO Jorma Ollila put Nokia at the head of the mobile telephone industry's global boom – and made it the world leader before the end of the decade...

Nokia's story continues with 3G, mobile multiplayer gaming, multimedia devices and a look to the future...