**Direct quotes answers**

(a) According to Hoffman (2012), mobile phones have had a powerful impact in the developing world as they offer previously unavailable services, and have led to the growth of new, focused local operators.

(b) Hoffman points out that the special conditions in the developing world have produced new

phone operators “that are larger and more flexible than Western companies, and which have grown by catering for poorer customers” (Hoffman, 2012, p. 87).

(c) Hoffman (2012) argues that the impact of mobile telephony on developing countries is significant as they offer services previously unavailable, and has led to the growth of new local operators that “are larger and more flexible than Western companies, and which have grown by catering for poorer customers” (Hoffman, 2012, p.87).