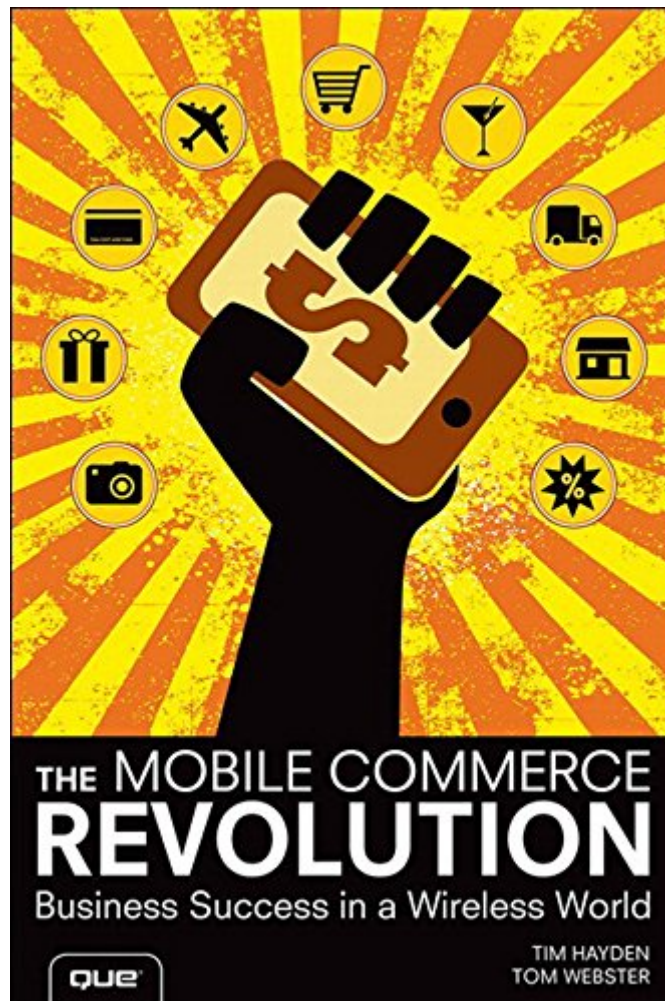


The book was found

The Mobile Commerce Revolution: Business Success In A Wireless World (Que Biz-Tech)



Synopsis

Your Definitive Guide to Profiting from Mobile Commerce With more than 60% of Americans carrying smartphones, your mobile commerce opportunities are immense: not someday, right now. But, to fully capture those opportunities, it's not enough to build an app. You need to know how mobile is transforming your customers' behavior, your organization, and your competitive environment. You need to assess and apply a wide spectrum of strategies, tactics, and technologies: from responsive web design and location-based tactics to mobile payment systems. You need to change your processes and your culture. The Mobile Commerce Revolution covers all this and more. Mobile commerce pioneer Tim Hayden and consumer behavior expert Tom Webster draw on their experience helping clients of all kinds to succeed with mobile " from startups to the world's top brands. Packed with indispensable data and cutting-edge case studies, this guide will take you from planning to action to profit! Discover how customer mobile behavior is radically maturing and shifting Weave mobility throughout your marketing mix and business operations Prepare for the instant and impulse when your customer wants to buy Identify mobile tactics that are actually influencing purchases Earn confidence from customers that you will protect their privacy Use payment technologies to reduce friction and make it easier to buy Deliver richer, more powerful stories and mobile experiences Understand customers through "Little Data": qualitative studies to physically observe behavior Grasp purchase attribution: why people buy

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Customer Reviews

Awesome technology that is in our pockets. What we can do to help our lives and build customer relationships. A must read just to learn about what is next.

Tim and Tom have done a great job of taking a very complex channel like Mobile and breaking it down into bite sized, digestible pieces anyone can understand. Full of great research (heck the research stats alone are worth every dollar I spent) this book will be a unbeatable resource for the newbie and knowledgeable business owner or marketer. The world is only going to become more mobile.... so pick this one up and make sure that you and your company are ready.

Covering everything from mobile strategy (consider mobile a behavior, not a technology), all the way down to chapter 18, "Ten Steps to Mobilize Your Business", this is the best book I've found on mobile. There's a ton of research behind this book, a welcome change from many of the opinion and conjecture works out there. It also goes deep into topics like attribution, integration, privacy and the differences in developed nations vs. emerging economies. The idea of "Little" Data was also thought provoking - contrary to all the enterprise software tool salesmen riding the "big data" wave, at the heart of mobile is the wealth of data from the individual. Right down to their commute, passing a coffee shop, doing searches for products to buy later, we see that this revolution is as much about human behavior and how our lives have changed in the past 5 years where we've gone from phones to computers that never leave our side.

One of the best books I have read on the topic in the last year.

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