



The Mobile Commerce Revolution: Business Success in a Wireless World

By Tim Hayden, Tom Webster

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, The Mobile Commerce Revolution: Business Success in a Wireless World, Tim Hayden, Tom Webster, 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...



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