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THE MOBILE COMMERCE REVOLUTION: BUSINESS SUCCESS IN A WIRELESS WORLD



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...

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- Authored by Tim Hayden, Tom Webster
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