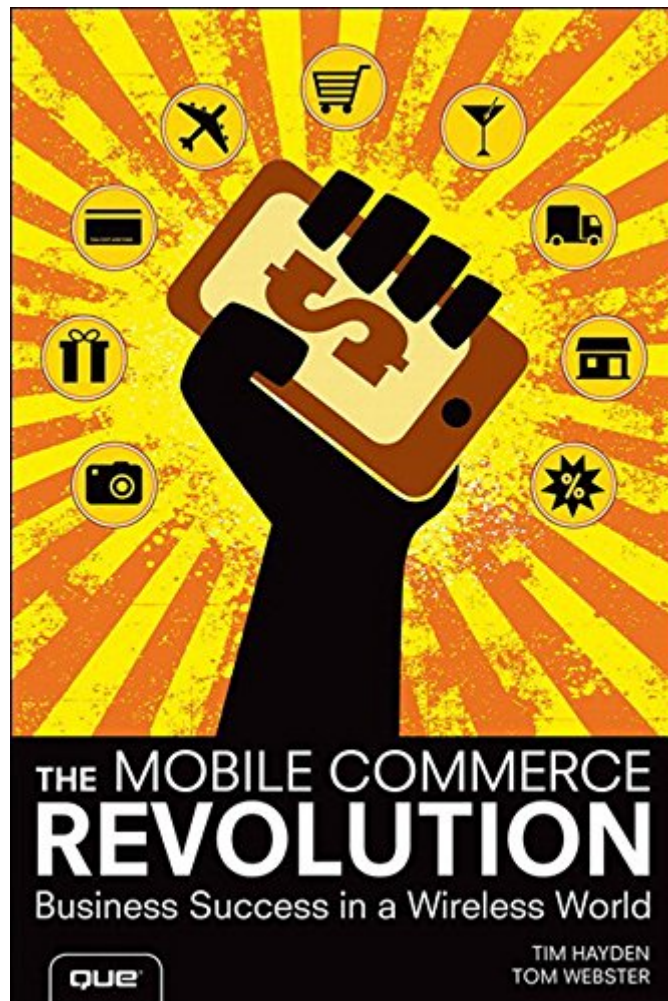


The book was found

# 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

## Book Information

File Size: 5835 KB

Print Length: 187 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Que Publishing; 1 edition (September 30, 2014)

Publication Date: September 30, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00O27V8L2

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #942,835 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #47 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Telemarketing #116 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #2417 in Kindle Store > Kindle eBooks > Business & Money > Industries > E-commerce

## 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.

[Download to continue reading...](#)

The Mobile Commerce Revolution: Business Success in a Wireless World (Que Biz-Tech) Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Mobile Web Development: Building mobile websites, SMS and MMS messaging,

mobile payments, and automated voice call systems with XHTML MP, WCSS, and mobile AJAX

UNLIMITED E-COMMERCE SUPPLIERS SYSTEM: How to find the best products, best prices and best suppliers for your e-commerce store (E-Commerce from A - Z Series Book 2) Maximizing Lead Generation: The Complete Guide for B2B Marketers (Que Biz-Tech) Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) Civility in the Digital Age: How Companies and People Can Triumph over Haters, Trolls, Bullies and Other Jerks (Que Biz-Tech) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech) Localization in Wireless Sensor Network: An enhanced composite approach with mobile beacon shortest path to solve localization problem in wireless sensor network Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business Operation E-Commerce: Start an E-Commerce Business and Quit Your Day Job in 6 Months or Less (3 Book Bundle) Wireless Hacking: Projects for Wi-Fi Enthusiasts: Cut the cord and discover the world of wireless hacks! Reengineering Business for Success in the Internet Age : Business-to-Business E-commerce Strategies Protocol for Wireless Localization Systems: Communications Protocol for RF-based Wireless Indoor Localization Networks ALIEXPRESS E-COMMERCE (2016 Update): Easy Dropshipping System For the Almost Broke E-Commerce Sellers HECHOS Documentados Que La Sociedad Watchtower No Desea Que Usted CONOZCA: Documented Watchtower Facts (Spanish Edition) El Multinivel la mejor opción de Negocio: MAS QUE UN ENTRENAMIENTO Y MAS QUE UNA PODEROSA HERRAMIENTA (Spanish Edition) La mujer que brillaba más que el sol / The Woman Outshone the Sun Venus Y Serena Williams (Gente Que Hay Que Conocer) (Spanish Edition) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)