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MOBILE MARKETING: HOW MOBILE TECHNOLOGY IS REVOLUTIONIZING MARKETING, COMMUNICATIONS AND ADVERTISING (HARDBACK)



Kogan Page Ltd, United Kingdom, 2015. Hardback. Book Condition: New. Re-issue. 240 x 164 mm. Language: English. Brand New Book ****** Print on Demand ******. Mobile Marketing provides an in-depth hardware and software review of mobile technology - including mobile platforms, app development, social media and location-based services - and information on how to exploit the software to boost marketing, communications and advertising strategies. It explains the dynamics between the key players and how these forces are shaping future developments...

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- Authored by Daniel Rowles
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