



Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising

Daniel Rowles

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Having become the ultimate social device, and as users drift away from TVs and computer screens, the mobile offers radical new challenges for the marketer. But how do you design and implement an effective digital strategy? And what tools can be used to measure marketing effectiveness? Starting with a review of the technology itself - both hardware and software - Mobile Marketing explains the dynamics between the key players and how these forces are shaping future developments in terms of service provision, media integration and content strategy. Supported by in-depth case studies, which illustrate the potential pitfalls and rewards of mobile marketing initiatives, Mobile Marketing shows how our new mobile lifestyle can be a rewarding environment for those businesses willing to embrace new technology and, with imagination and creativity, develop mobile marketing strategies that can win customers, boost brand awareness, raise profile and increase profits.

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