Rowles

Mobile Marketing

How Mobile Technology is Revolutionizing Marketing, Communications and Advertising

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 in terms of service provision, media integration and content strategy. Supported by in-depth case studies such as Sony, L'Oreal and Ernst & Young 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.



Auf Anfrage

Nicht mehr lieferbar

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