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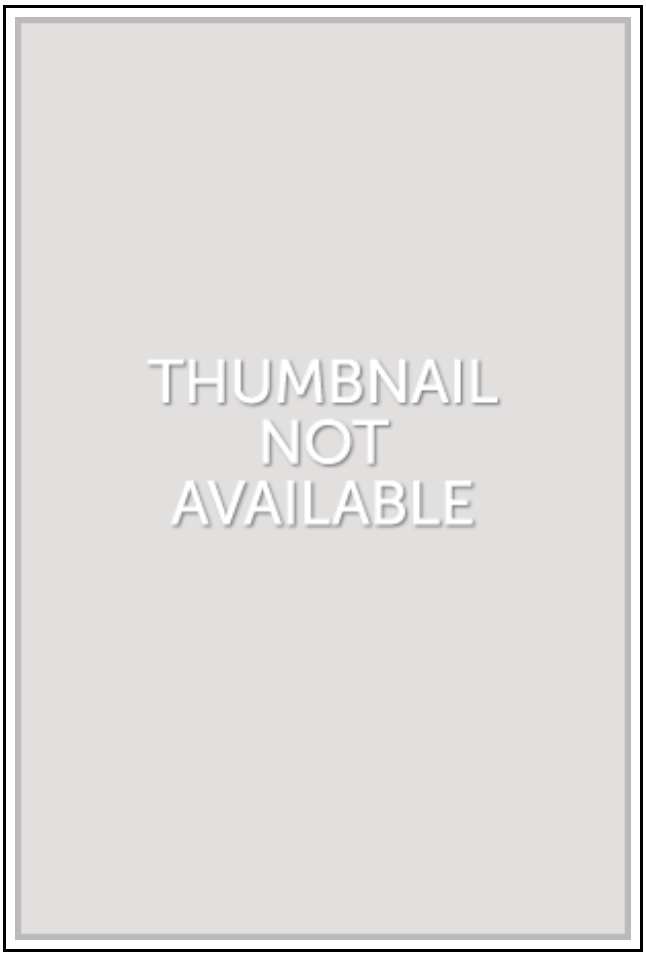

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McGraw-Hill Education - Europe, United States, 2011. Hardback. Book Condition: New. 214 x 146 mm. Language: English . Brand New Book ***** Print on Demand *****.A Blueprint for Mobile Marketing Best Practices Drawing on lessons from one of Europe s most successful telecommunications companies, Mobile Marketing expertly explains the rules and lessons of the emerging mobile world. This is must reading for the marketing professional. Malcolm Gladwell Digital will change advertising more than it did the music business. Mobile digital will be the true hero of this radical change. This book is about the early signs of this revolution. A must-read. Serdar Erener, Adman Turkcell has proved to be one of the innovators and drivers of mobile marketing throughout EMEA. It therefore comes as no surprise that they should produce such a comprehensive guide to mobile marketing. The book contains both simple overviews of the prevailing technologies found in mobile marketing and more importantly some clear guidance on how to use them. Paul Berney, Managing Director Europe, Mobile Marketing Association The authors have done a terrific job discussing the compelling case studies and carefully elaborating on the lessons learned. Mobile marketing is a very effective way to engage consumers and brands to create a win-win solution, and this book explains how to achieve it. Chetan Sharma, President, Chetan Sharma Consulting, and coauthor of Mobile Advertising About the Book Today, integrating a mobile marketing platform into existing communication channels can be the difference between success and failure. Marketing has evolved by leaps in bounds in just the past few years. If you haven t already gone mobile, you need to start now. Yesterday was too late. Written by top researchers at Bogazici University in conjunction with Turkey s leading mobile operator, Turkcell, Mobile Marketing is a blueprint for creating a mobile...

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