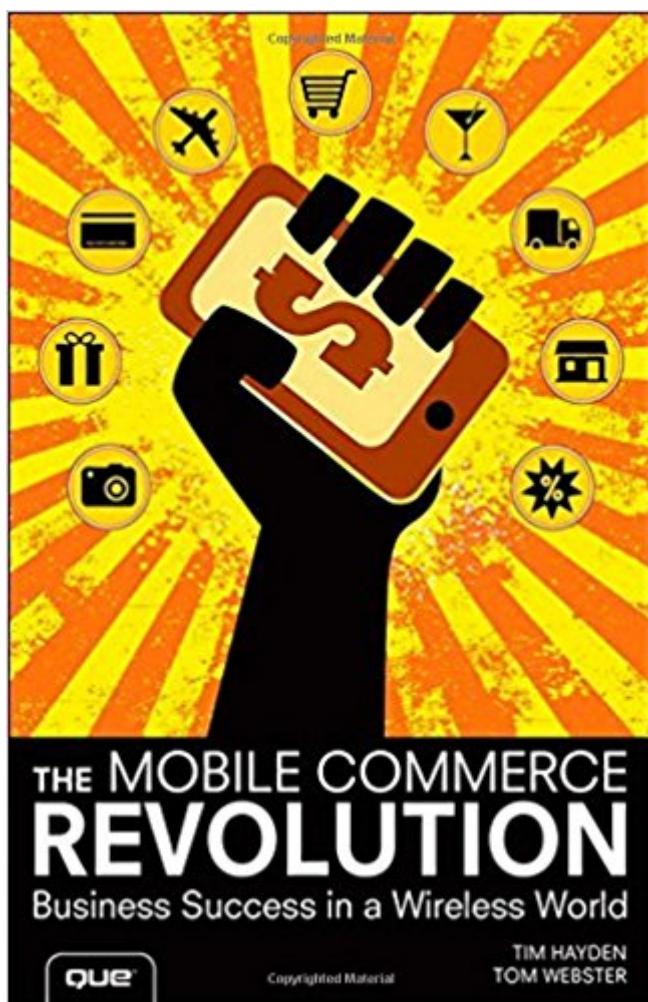The book was found

The Mobile Commerce Revolution: Business Success In A Wireless World (Que Biz-Tech)

Synopsis

Mobile commerce has reached and passed its tipping point: more than 60% of the U.S. population now owns smartphones. But mobile commerce is about much more than just the "location-based strategies" and apps that are discussed in other books on the topic. Â The Mobile Commerce RevolutionÂ covers whatÂ you need to know to capitalize on history's greatest shifts in human and consumer behavior -- from infrastructure to culture, strategy to tactics. Â Written by Tim Hayden and Tom Webster, Â two of mobile technology and media's pioneering thought leaders, this actionable guide is packed with brand-new case studies and practical guidance from small startups to large brands. Â The authorsÂ shareÂ their immense experience to help you: Capture rapidly shifting end-user behavior in your marketing plans and programs Effectively integrate mobile with your existing media and business operations Implement the right infrastructure, and evolve it to reflect emerging trends Make the internal cultural changes required to fully leverage the mobile commerce opportunity Understand the new playing field of carriers, device OEMs, developers, and agencies Discover which mobile tactics may actually influence marketing/purchase behavior Identify crucial regional differences, generational behaviors, and usage patterns Preview the future of mobile commerce and mobile payments, from NFC/Bluetooth LE to light sensors and augmented reality Leverage powerful savings and efficiencies that go way beyond smartphones and tablets - including digital smart signage, customer service/CRM systems, point-of-sale solutions, and in-home/in-store systems Along the way, Hayden and WebsterÂ present incisive interviews with pioneers in mobile technology innovation, from Rishad Tobaccowala, Â Chair Digitas LBi and Razorfish at Publicis Groupe, to Steve Ellis, Â EVP, Head of Wholesale Services Group at Wells Fargo. If you're making decisions about marketing, customer service and mobile commerce, no other guide offers as much provocative and actionable insight.

Book Information

Average Customer Review: 5.0 out of 5 stars   7 customer reviews

Best Sellers Rank: #900,853 in Books (See Top 100 in Books)   #75 inÂ Books > Business & Money > Marketing & Sales > Marketing > Telemarketing   #2269 inÂ Books > Business & Money > Processes & Infrastructure > E-Commerce

Customer Reviews

Tim Hayden is Principal Strategist at TTH Strategy, a business strategy consultancy that assists brands and agencies lower operations costs and drive more revenues. Prior to TTH Strategy, he as SVP of Mobile Strategy for Edelman Digital's North American operations. Tim was co-founder and CMO at 44Doors, which developed a mobile marketing platform and mobile marketing services for brands such as Coca-Cola, AT&T, Reebok, Jackson Family Wines and Bank of America. He was a founder and partner in other startups including NION Interactive and GamePlan, an experiential agency that produced innovative campaigns for brands including AMD, Bacardi USA, Dell, Humana and IBM using the integrated "Live+Mobile+Online" methodology that Tim coined in 2007. Â Tom Webster is Vice President of Strategy for Edison Research, a custom market research company best known as the sole providers of exit polling data during US elections for all the major news networks. He has nearly 20 years of experience researching consumer usage of technology, new media and social networking, and is the principal author of a number of widely-cited studies, including The Social Habit, Twitter Users in America, and the co-author of The Infinite Dial, America's longest running research series on digital media consumption.Â He is a graduate of Tufts University in Medford, Massachusetts, and holds an MBA from the Bryan School of Business and Economics at the University of North Carolina.

Â This book is money well spent! It does a masterful job of focusing on the WHY instead of WHAT. Five years ago Blackberry owned the mobile scene, now they've all but disappeared. This book will still be relevant for years to come because it focuses on mobile humans; their wants, needs and behaviors as opposed to an over reliance on apps or specific devices.

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.

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.

One of the best books I have read on the topic in the last year.

Covering everything from mobile strategy (consider mobile a behavior, not a technology), all they 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.

Why is the Mobile Commerce Revolution worthy of 5 stars? Because it's well-researched. Because it's well-thought out. Because above all else, it's not just a compilation of random, unstructured "mobile tips" and is instead a coherent thesis of the evolution of mobile computing and its impact on our lives and businesses. Read it and learn what you need to know from a truly strategic perspective about mobile!NB: I was given a review copy, which is why this review does not show up as a verified purchase.

With a topic as broad as mobile commerce, it would be tempting to bounce around the surface and not get into details. But Tom Webster and Tim Hayden resist that temptation. They give you the fundamentals and dig in. Smart, thoughtful folks.

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