

M-commerce - Paul Skeldon

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Mobile commerce is rapidly changing how businesses interact and sell. This book reveals how to master m-commerce, from global markets and trends to selling and marketing through m-commerce. Plus real life case studies and advice about how to integrate m-commerce into a multichannel business strategy. Author: Skeldon, Paul Publisher: Crimson Publishing Illustration: N Language: ENG Title: M-Commerce Pages: 00272 (Encrypted PDF) On Sale: 2011-10-19 SKU-13/ISBN: 9781780590950 Category: Business & Economics : E-Commerce - General Category: Business & Economics : Marketing - General

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