

Leveraging Mobile Media

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Introduction.- Incentives, barriers, and drivers for media development under the influence of mobile communications.- The mobile communication system: elements and characteristics.- The social use of the mobile communications system.- Cross-media and cross-network strategies for mobile media.- Innovation policy for mobile media.- Conclusion. EAN/ISBN : 9783790816334 Publisher(s): Springer, Berlin, Physica-Verlag Discussed keywords: Mobilkommunikation Format: ePub/PDF Author(s): Feldmann, Valerie

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