mCommerce: The Converging Offline and Online Worlds - A Practical Guide to Exploiting the Fast Growing Mobile Sales Channel (Paperback)

By Rupert Potter

CGW Publishing, United Kingdom, 2013. Paperback. Book Condition: New. 216 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.mCommerce is gaining traction and all of the recent surveys on the subject expect it to continue to grow quickly. However it is little understood. For example, what is the difference between mCommerce and eCommerce on a mobile device? When should a browser based solution be used and when should an app be used? Should a solution include a digital wallet? And, if so, what type of wallet? Too many organizations are trying to develop and implement an mCommerce strategy without an understanding of the building blocks of such a strategy. They are being left behind by those who have an effective strategy in place. This book will help anyone in an organization that sells goods or services to consumers and is considering doing so over the mobile channel. People involved in digital strategy, marketing and in designing sales processes will benefit from this book. Although the book is not technical, people in IT will benefit by understanding what their technology must achieve and why. The author is a genuine practitioner. In this book he breaks mCommerce...

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