



## Going Mobile: Going Social (Paperback)

By MR Andrew W Pearson

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. A company is only as strong as its weakest customer relationship and mobile and social media are the perfect platforms to strengthen these relationships. By harnessing the power of the mobile platform, mobile users can make phone calls, send a tweet or fire off a text. Mobile users can IM a friend, like a business, surf the net, hail a cab, upload a blog, download a vlog, listen to a song, shoot a video, make a check deposit, play a game, shop online, shop offline (with a mobile coupon), check-in to a retail store, check out of a hotel, find a business's location or even track down a lost mobile phone. Mobile users can communicate with their friends via hold-to-talk voice messaging, they can stream their content feeds via one-to-many messages, share photos, videos, contacts, or broadcast their location. With today's mobile phone, making a voice call is almost the least important of its multitude of functions. Customer persona, Today, mobile apps, mobile banking, mobile commerce, mobile chat and mobile gaming have revolutionized the way people...

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