



Mobilized Marketing and the Consumer: Technological Developments and Challenges (Premier Reference Source)

Gonca Telli Yamamoto

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Mobilized Marketing and the Consumer: Technological Developments and Challenges explores technological developments and widespread issues concerning the explosion of mobile devices in the information age. Providing breakthrough research on topics such as Bluetooth, mobile phones, and online portals, this innovative publication investigates best practices for human interaction with information technologies.

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