1. Record Nr. UNINA9910452160603321 Global mobile: applications and innovations for the worldwide mobile **Titolo** ecosystem // edited by Peter A. Bruck and Madanmohan Rao Pubbl/distr/stampa Medford, New Jersey:,: Information Today, Inc.,, 2013 ©2013 **ISBN** 1-57387-792-1 Descrizione fisica 1 online resource (633 p.) Disciplina 004.167 Soggetti Mobile computing Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references at the end of each chapters and index. ""Cover""; ""Title page""; ""Contents""; ""Preface""; ""Introduction: A Nota di contenuto World Gone Mobile""; ""Part One: Foundations""; ""Chapter 1: Mobile and Megatrends""; ""Chapter 2: The Psychology of Mobile Technologies""; ""Chapter 3: Mobile Theories and Frameworks""; ""Chapter 4: Digital Gemeinschaft, the Control Revolution, and Technologies of Social Mediation""; ""Chapter 5: Competition and the Evolution of Mobile Markets""; ""Chapter 6: The Business of Mobile in Japan""; ""Chapter 7: Mobile Web Design Strategies""; ""Chapter 8: Mobile Spectrum: Overcoming Challenges of Scarcity"" ""Part Two: Mobile Impacts """"Chapter 9: Mobile Health""; ""Chapter 10: Mobile Education""; ""Chapter 11: Mobile Phones and Journalism""; ""Chapter 12: The Mobile Media Experience""; ""Chapter 13: Mobile Entertainment: The World Is Overflowing With Screenagers!""; ""Chapter 14: Mobile Value-Added Services""; ""Chapter 15: Mobile Workforce: The Rise of the Mobilocracy""; ""Chapter 16: The Role of Mobile Social Media in Enterprises""; ""Chapter 17: Social + Location + Mobile: SoLoMo Analytics and the Transformation of Shopping"" ""Chapter 18: Mobile and Small Business: Emerging Trends and Scenarios"""Chapter 19: The Mobile Opportunity in ICT4D""; ""Chapter 20: Mobile Phones and Financial Inclusion""; ""Chapter 21: Rural

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