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1.6 Apples and Berries: iPhone sales and Blackberry subscriptions; 1.7 Changing market share of mobile handset sales by operating system; Mobile-enabled social and economic trends
1.2 Mobile and the Millennium Development Goals
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2.1 How Reuters Market Light generates hyperlocalized information
2.2 A pregnant pause for Sri Lanka's cows; Improving data visibility for value-chain efficiency; 2.3 Tracking specialty coffee; Enhancing access to markets; 2.4 DrumNet, the value chain on your mobile phone; Policy considerations; Conclusions; Notes; References; Chapter 3 mHealth; Why mHealth? Opportunities and challenges; 3.1 Major categories of mHealth services and applications; 3.1 Kenya: A breeding ground for mHealth applications; 3.1.1 MedAfrica app; 3.2 Ethiopia: SMS helps in monitoring UNICEF's food supply chain
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The potential of mHealth; 3.1 Relative popularity of consumer health applications in Apple's App Store, 2011; The mHealth ecosystem; Business models for mHealth; 3.2 Number of countries with at least one mHealth deployment, by World Bank region; 3.3 mHealth ecosystem; Principles for implementing mHealth applications; 3.2 Selected examples of mHealth projects and lessons learned; 3.3 India: Health Management and Research Institute-104
Mobile; Conclusions; Notes; References; Chapter 4 Mobile Money for Financial Inclusion; Mobile money: an ecosystem approach
The financial inclusion imperative

Sommario/riassunto

With some six billion mobile subscriptions now in use worldwide, around three-quarters of the world's inhabitants now have access to a mobile phone. Mobiles are arguably the most ubiquitous modern technology - in some developing countries, more people have access to a mobile phone than to clean water, a bank account or even electricity. Mobile communications now offer major opportunities to advance human development - from providing basic access to education or health information to making cash payments and stimulating citizen involvement in democratic processes. This 2012 edition of the World
