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Sommario/riassunto	This e-book deals with the application of mobile business concepts and technologies in the domain of customer relationship management, or mCRM. (Examples include mobile marketing campaigns, mobile sales reporting, mobile ticketing, and product related mobile information services.) The e-book aims to give insights into fundamentals of mCRM, identify current challenges of mCRM, to propose solutions to current problems and challenges in mCRM and to demonstrate successful examples of mCRM.