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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	<p>""Cover""; ""Title page""; ""Contents""; ""Preface""; ""Introduction: A 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""</p> <p>""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""</p> <p>""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 Mobile""; ""Chapter 22: Mobile Telephony in Rural Areas: A Case Study in Puno, Peru""; ""Chapter 23: Mobile Government""; ""Chapter 24:</p>

Mobile China: Opportunities and Challenges"; "Part Three: The Road Ahead"; "Chapter 25: Mobile Innovation Ecosystems: The Global Mobile Monday Community"; "Chapter 26: Mobile Excellence: Awards and Mentorship Processes for Innovators"  
"Chapter 27: Mobile Innovation Trends: Beyond the Hype Cycles"  
Chapter 28: Mobile Operators: Shifting Value Chains"; "Chapter 29: Policy and Regulatory Issues in the Mobile Internet"; "Chapter 30: Mobiles and the Law"; "Chapter 31: Mobile Partnerships and Alliances"; "About the Contributors"; "About the Editors"; "Index"

Sommario/riassunto

Examines the foundations of the worldwide mobile ecosystem through an array of case studies and perspectives on how mobile is transforming human enterprise--from business and healthcare to education, employment, entertainment, government, and the media.