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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	m-Profits; About the Author; Contents; Foreword; Acknowledgements; 1 Intro to m-Profits: Show me the money; 1.1 Soup du jour is alphabet soup; 1.2 For whom; 1.3 Usage; 1.4 Start me up; 2 Characteristics of Mobile Services: What makes them different; 2.1 Value in mobile services; 2.2 Other attributes of 3G services; 2.3 Service formulae; 2.4 At last on attributes; 3 Mobile Phone the Most Personal Device: Cannot live without it; 3.1 First universal gadget - the wristwatch; 3.2 Science fiction is here today; 3.3 Mobile phone is the most personal device of all time 3.4 Near future evolution of mobile phones3.5 Nobody does it better; 4 Micro-payments: The magical key to content revenues; 4.1 How the Internet evolved to adjust to access devices; 4.2 Fundamental curves; 4.3 Billing on the fixed Internet; 4.4 Mobile Internet billing is exactly

the opposite; 4.5 Customers and money will move content; 4.6 Keep charges below the pain threshold; 4.7 Money money money; 5 The 5 M's of 3G Services: Recipe for killer cocktails; 5.1 The 5 M's; 5.2 Movement - escaping the fixed place; 5.3 Moment - expanding the concept of time; 5.4 Me - extending me and my community 5.5 Money - expending financial resources 5.6 Machines - empowering devices and gadgets; 5.7 Using the 5 M's to build value to a service; 5.8 The killer app in 3G; 5.9 Finally on the 5 M's; 6 The Profits of Movement Services: Escaping the fixed place; 6.1 Guiding services; 6.2 Adding value to travelling life; 6.3 Translation services; 6.4 Business services around Movement; 6.5 Telehealth services; 6.6 Synchronising gadgets; 6.7 Services for employees; 6.8 My services travel with me - VHE (Virtual Home Environment); 6.9 Real services today on Movement; 6.10 Moving on up
7 The Profits of Mobile Services: Expanding the concept of time 7.1 Mobile entertainment; 7.2 Repackaging serial content; 7.3 Mobile information and infotainment; 7.4 Mobile banking; 7.5 Mobile games; 7.6 Real services today on the Moment attribute; 7.7 Last moment on Moment; 8 The Profits of 'Me' Services; 8.1 Rich calls; 8.2 Personalising calls; 8.3 Show Me; 8.4 Video calls; 8.5 CRM - Customer Relationship Management; 8.6 Messaging and love life; 8.7 Communities; 8.8 Mobile chat; 8.9 Adult entertainment; 8.10 Real services today on Me; 8.11 I'm that type of guy
9 The Profits of Money Services: Expending financial resources 9.1 m-Commerce; 9.2 Selling digital content; 9.3 Mobile advertising (mAd); 9.4 When ads become content; 9.5 Viral marketing; 9.6 Call to action in mAd; 9.7 User created content; 9.8 Real services today around Money; 9.9 Got your money; 10 The Profits of Machine Services: Empowering gadgets and devices; 10.1 Automobile telematics; 10.2 Remote views; 10.3 Remote control; 10.4 Law enforcement; 10.5 Feedback systems; 10.6 Other machine services; 10.7 Real services today around the Machines attribute; 10.8 Blockbuster
11 Money Patterns in Cellular Networks: The 'hockey stick' curves

Sommario/riassunto

UMTS as a technology allows for exciting new applications of some of the best ideas of services in the fixed telecoms, cellular/mobile telecoms, and internet environments, with many revolutionary new possibilities which simply do not exist in the current media and communications vehicles. The current worldwide interest in UMTS/3G is driven partly by the imminent roll-out of the new infrastructure during 2002/3. The general consensus in the telecoms industry is that that services will be driving this new UMTS/3G industry, and with no historical reference points, a large worldwide demand exists fo

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Autore	Kidd Thomas S
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (1 online resource (xi, 212 p.))
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Nota di bibliografia	Includes bibliographical references (p. [177]-205) and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction -- Chapter One: "Fidelity to Christ and to the Protestant Succession" Benjamin Colman and the Protestant Interest -- Chapter Two: "Let Hell and Rome Do Their Worst" World News, the Catholic Threat, and International Protestantism -- Chapter Three: Protestants, Popery, and Prognostications New England Almanacs -- Chapter Four: "The Devil and Father Rallee" Narrating Father Rale's War -- Chapter Five: "The Madness of the Jacobite Party" Imagining a High-Church Jacobite Threat -- Chapter Six: "The Dawning of that Sabbath of Rest Promised to the People of God" Eschatology and Identity -- Epilogue -- Notes -- Index
Sommario/riassunto	During the early eighteenth century, colonial New England witnessed the end of Puritanism and the emergence of a revivalist religious movement that culminated in the evangelical awakenings of the 1740's. This engrossing book explores the religious history of New England during the period and offers new reasons for this change in cultural identity. After England's Glorious Revolution, says Thomas Kidd, New Englanders abandoned their previous hostility toward Britain, viewing it

as the chosen leader in the Protestant fight against world Catholicism. They also imagined themselves part of an international Protestant community and replaced their Puritan beliefs with a revival-centered pan-Protestantism. Kidd discusses the rise of "the Protestant interest" and provides a compelling argument about the origins of both eighteenth-century revivalism and the global evangelical movement.
