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TAP: UNLOCKING THE MOBILE ECONOMY



BRILLIANCE AUDIO, 2017. CD-Audio. Condition: New. Unabridged. Language: English. Brand New. Consumers create a data trail by tapping their phones; businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy. According to Anindya Ghose, a global authority on the mobile economy, this two-way exchange can benefit both customers and businesses. In Tap, Ghose welcomes us to the mobile economy of smartphones, smarter companies, and value-seeking consumers. Drawing on his extensive...

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- Authored by Anindya Ghose
- Released at 2017



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