



The Third Screen: The Ultimate Guide to Mobile Marketing (Paperback)

By Chuck Martin

Hodder Stoughton General Division, United Kingdom, 2015. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. With the first screen -the television-companies sent ads directly into consumers living rooms, reaching millions with one campaign. The second screen -the personal computer-increased interaction between companies and consumers and allowed for immediate customer feedback. Now, the third screen -the mobile device- changed the game in an even more revolutionary way. The Third Screen: The Ultimate Guide to Mobile Marketing defines the implications, strategies, and tactics used to thrive in business during the mobile revolution. This revised, updated paperback links technological developments to behavioral changes, reveals the unexpected forces of the changes in mobile, and equips marketers and businesses for the future.



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Reviews

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-- Prof. Buddy Leuschke

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