



Google Wallet and the New Retail Ecosystem (Paperback)

By David W Schropfer

Tlg Press, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Mobile Payments industry is starting over. When the Google Wallet launched in September 20, 2011, the first test of a remarkable new financial ecosystem began. But despite the apparent success of traditional mobile payments products like M-PESA in Kenya and South Africa, Google and rival Isis have decided to rewrite the business model - and for good reason. The conclusion is that emerging mobile wallet companies have a significant value proposition to offer to both merchants and consumers with little or no new fees. In fact, the data reported in this analysis suggests that mobile wallets may ultimately reduce the total cost of marketing and sales for merchants. Mobile wallet services and products are likely to cost merchants less money than traditional advertising campaigns because mobile wallet companies will have revenue from several existing sources that remove the need to pass along new charges to manufactures - a time-tested model for merchants. For consumers, the cost of these products will likely remain free, depending on the reload payment type (see Chapter 5), and the convenience could be remarkable because of the...



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