

Download The Six Immutable Laws Of Mobile Business

Valuable lessons from Japan's mobile industry yield six immutable laws for mobile business Globally Japan's mobile customers have enjoyed better mobile devices, more content, and the most advanced functionality and services for more than a decade. Now, this book helps cut through the many myths and all of the hype surrounding Japan's mobile dominance to identify the most important laws ...The Six Immutable Laws of Mobile Business will provide any professional or student of Mobile Commerce with great information and examples of how to utilise the mobile platform for commercial purposes. All three authors of the book are based in Japan. Hence they have had an opportunity to conduct their research in a market where the mobile ...Valuable lessons from Japan's mobile industry yield 6 Immutable Laws for Mobile Business globally. Japan's mobile customers enjoyed better mobile devices, more content, and the most advanced functionality and services for the last 10+ years. This book helps cut through the many myths and all of the hype surrounding Japan's mobile dominance to identify the most important laws that will guide the success of mobile businesses around the world. Valuable lessons from Japan's mobile industry yield 6 Immutable Laws for Mobile Business globally Japan's mobile customers enjoyed better mobile devices, more content, and the most advanced functionality and services for the last 10+ years. This book helps cut through the many myths and all of the hype surrounding Japan's mobile dominance to identify the most important laws that will guide the success of mobile businesses around the world.