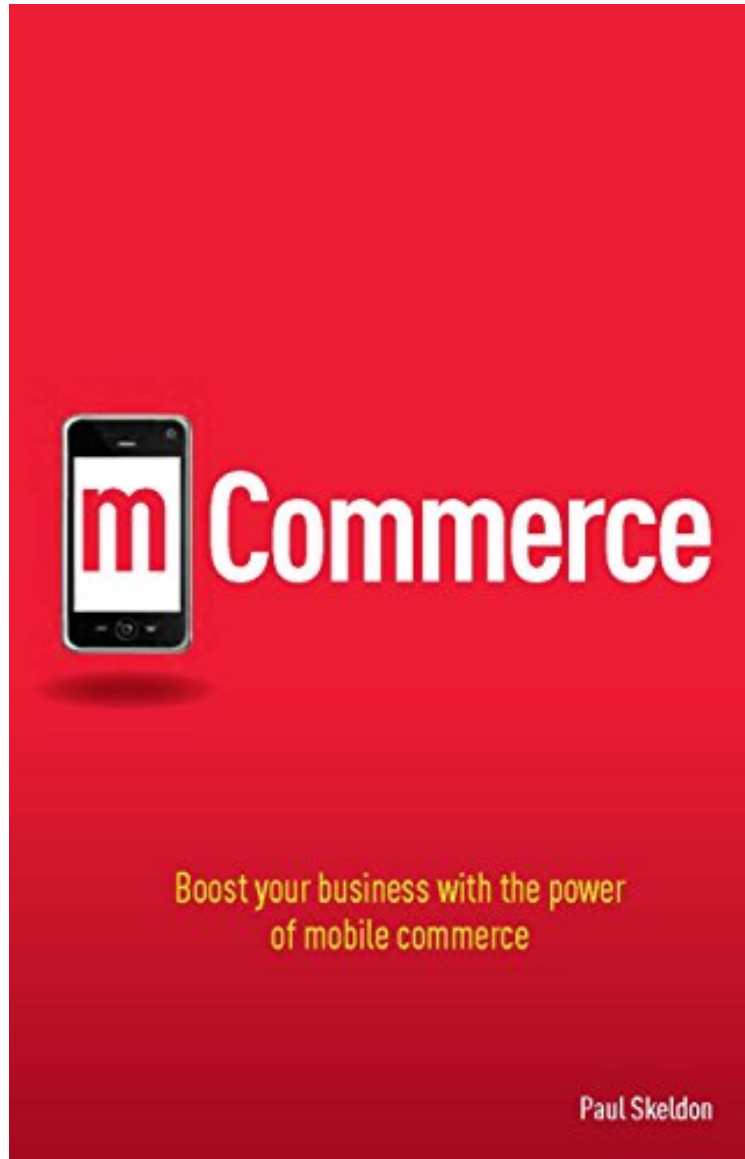


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## M-Commerce

*Paul Skeldon*

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**Paul Skeldon : M-Commerce** before purchasing it in order to gauge whether or not it would be worth my time, and all praised M-Commerce:

0 of 0 people found the following review helpful. Useful survey  
By The Emperor  
This was quite a useful introduction to m commerce. It doesn't hype it as much as some. It is fairly comprehensive though at times it could have gone into greater detail. It was quite easy to read and was easy to follow. This is a fast moving field so not everything in this book will be completely up to date. It isn't an essential purchase as a lot of this information could be obtained for free but I got quite a lot out of it. As a general business guide I would recommend it.

Mobile commerce is rapidly changing how businesses interact and sell. This book reveals how to master m-commerce, from global markets and trends to selling and marketing through m-commerce. Plus real life case studies and advice about how to integrate m-commerce into a multichannel business strategy.

The ONLY book on mobile commerce for business About the Author Paul Skeldon is the editor of M Retailing a mobile commerce dedicated site and a m-commerce industry expert regularly cited in the press. Paul is an experienced journalist specialising in technology and global communications.