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# Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market

*Chetan Sharma, Joe Herzog, Victor Melfi*  
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**Chetan Sharma, Joe Herzog, Victor Melfi : Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market:

0 of 0 people found the following review helpful. An Interesting Read - a good overview By Seng W. Loke The book provides a comprehensive overview of mobile advertising. It proposes a five-points framework of reach, targeting, engagement, viral effects and transactions for mobile advertising. There a number of insights into the potential of

mobile advertising. For example, it is mentioned that turning the mobile digital footprint into a consumer's "declared intent" could be more achievable than other media. Three key features of the mobile as an advertising platform are identified: context, immediacy and personalization. This combination could make the mobile stand out compared to other media. It is noted that given enough incentives, people might be willing to accept ads on their phone. I particularly like the idea of contextual or behavioural advertising as noted in the book, which is an important area, I feel. A number of case studies on mobile advertising from around the world makes the book a practical interesting read: including Lenovo, Bluecasting, NTT DoCoMo, AdMob and others! From "mobile ads" to "pervasive ads" would be interesting to watch... The recommendations concerning use of mobile advertising at the end of the book are useful, for those in business or technologists. Finally, the "contextual nirvana" of the mobile is noted, and I quote, "The opportunity to do one-on-one advertising, anytime-anywhere, in any spatiotemporal context is simply too attractive to ignore." The book, I feel, is a useful read, even for researchers. 0 of 0 people found the following review helpful. Four Stars By BeeEmmGood, Timely info. 0 of 0 people found the following review helpful. great insider look into the mobile marketing world By videodaddy Great book and very interesting to see how far and what changes have taken place in the last 2 years for this marketplace . Great read and highly recommended.

A practical guide to the emerging mobile advertising market, *Mobile Advertising* covers all the major topics in this emerging multibillion-dollar industry. This is a complete how-to guide for anyone who wants to understand and take advantage of this hot new advertising medium. Drawing on the experience of three industry veterans, insights from key influencers and decision makers, and detailed case studies, the book gives you practical guidance for getting the most out of mobile advertising.

"This is a remarkably insightful book, and I strongly recommend it to anyone who needs to really understand the role of the mobile platform in advertising." —Ron Elgin, Chairman and CEO, DDB Worldwide Communications Group "The authors of this book have prepared a blueprint to exploit the global opportunity of mobile advertising. The book is practical, clearly written, and very detailed." —Dr. Young-Chu Cho, President and CEO, KTF, and board member, GSM Association "Very rarely do books like this offer equal value to both advertising buyers and sellers, but *Mobile Advertising* is a wonderful primer on the mobile landscape and advertising opportunity from both perspectives. Its completeness and clarity makes it an essential resource for any company or person looking to help pioneer or participate in this emerging category." —Chamath Palihapitiya, Vice President, Facebook "As mobile emerges as the last true individual 'channel,' understanding where the marketer fits will be critical... *Mobile Advertising* gives us a map of this powerful emerging platform." —Larry Weber, Chairman, W2 Group, and author of *Marketing to the Social Web* "If you believe the future is wireless, then this book is a guide to that future. Simple, fact-filled, and astute." —Om Malik, founder, GigaOM "Today's youth spends more than fifteen hours per day with their phones. One can imagine what a tremendous business opportunity mobile advertising is. The authors of this book explore the critical aspects of this opportunity with analytic rigor, in-depth analysis, and practical insights. I strongly recommend it for anyone involved in the mobile and advertising industries." —Dr. Yasuhisa Nakamura, Executive Director, NTT DoCoMo, and coauthor of *Wireless Data Services From the Inside Flap* There's plenty of buzz surrounding mobile advertising. The next step is transforming that buzz into real business. *Mobile Advertising* helps do that by covering the conceptual, analytical, and practical applications of mobile advertising, giving marketers, service providers, and investors in-depth guidance on tapping the full potential of mobile advertising. Despite the excitement about mobile advertising, there are significant obstacles to overcome before the medium can become truly meaningful. Here, you'll find a detailed and honest analysis of the hurdles that remain, as well as perspectives on managing and solving them. The authors address direct response promotions and advertisements; search advertising and its pricing and auction derivatives; and brand-based campaigning. While there's work to be done, the authors remain bullish on the opportunity. Other topics include: Development and history of mobile advertising Effects of the Internet and consumer control Metrics and measurements for advertising success Complexities, structural deficiencies, and barriers Business models for successful implementation Case studies covering current practice around the world Technology problems and practical solutions The consumer experience and the future of mobile advertising Key insights from top executives in mobile advertising The first comprehensive guide to this nascent industry, *Mobile Advertising* is perfect for anyone on the technical or marketing side of the mobile advertising equation. Drawing on years of experience from three industry veterans, key insights from top movers and shakers, and detailed case studies from around the world, this is an ideal resource for getting the most out of mobile advertising. From the Back Cover Praise for *Mobile Advertising* "This is a remarkably insightful book, and I strongly recommend it to anyone who needs to really understand the role of the mobile platform in advertising." —Ron Elgin, Chairman and CEO, DDB Worldwide Communications Group "The authors of this book have prepared a blueprint to exploit the global opportunity of mobile advertising. The book is practical, clearly written, and very detailed." —Dr. Young-Chu Cho, President and CEO, KTF, and board member, GSM Association "Very rarely do books like this offer equal value to both advertising buyers and sellers, but *Mobile Advertising* is a wonderful primer on the mobile landscape and advertising opportunity from both perspectives.

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