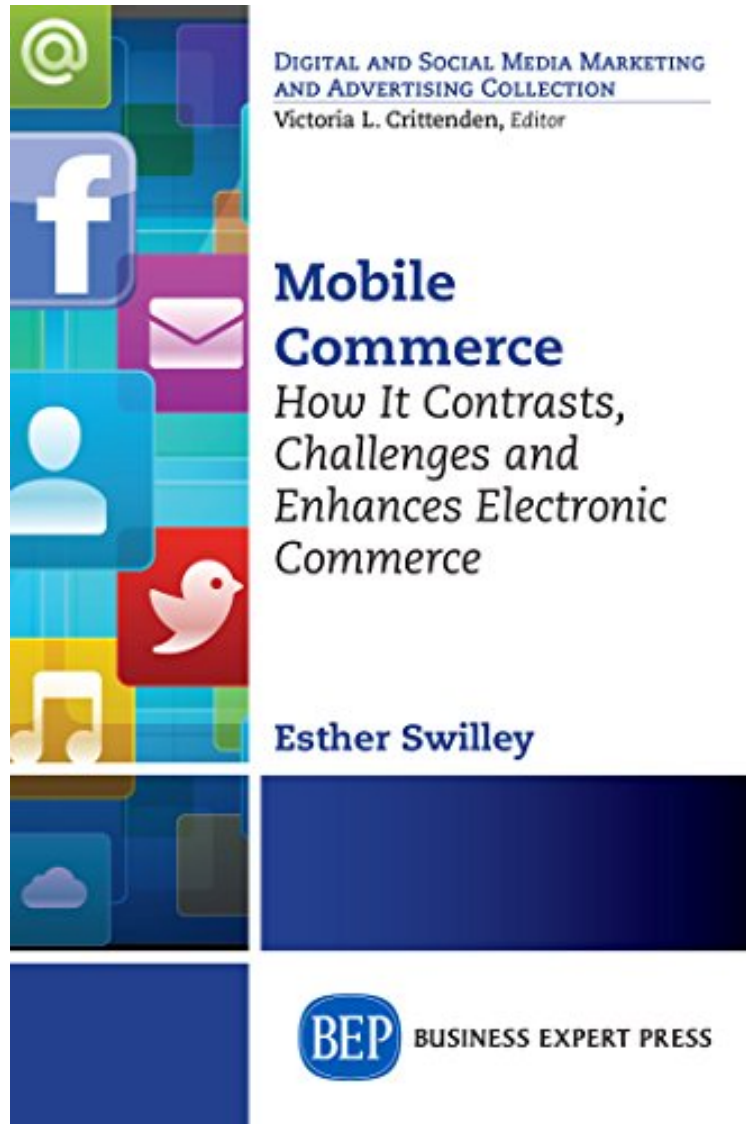


Mobile Commerce: How It Contrasts, Challenges, and Enhances Electronic Commerce

Esther Swilley

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Do you know anyone who does not own a mobile device? Consumers use mobile devices not only for communicating

but for shopping as well. Searching for product information, inquiring about services, comparing prices, and purchasing make-up are just some of the shopping functions done on mobile devices. How does this change how firms do business? What are the differences between desktop computer shoppers and mobile device shoppers? Moreover, are firms prepared to do business in this changing environment? The purpose of this book is to answer questions concerning the benefits of mobile commerce and its commonalities and contrasts with electronic commerce. Electronic commerce is still viable and we examine its validity along with mobile commerce. Mobile commerce is not electronic commerce, and we discuss the differences, as well as how one can enhance the other. Consumers use both electronic commerce and mobile commerce, as well as offline shopping, on their path to purchase in total omnichannel environment-using all channels. We integrate the opportunities and challenges to bring an idea of the future of marketing with an emphasis on both mobile and electronic commerce, into digital commerce.

About the AuthorDr. Esther Swilley is an associate professor at Kansas State University. She has been teaching digital marketing and other marketing courses at the university since 2007. Prior to joining K-State, Swilley received a bachelor's in mass communications from Wayne State University, an MBA from Kennesaw State University and a PhD in business administration from Florida State University. She also has nearly twenty years of experience working as a professional in the marketing industry. Swilley was in marketing and sales for USA Today and The Atlanta Journal-Constitution. She worked in the Internet division for BellSouth and has also worked for several advertising agencies.