



Analysis of Current Mobile Marketing Applications, Selected Best Practices and Future Development

By Asligul Aktas

GRIN Verlag Jun 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.3, University of Applied Sciences Giessen, language: English, abstract: This study fundamentally attempts to investigate current mobile marketing and advertising market, to examine current mobile marketing applications and to analyze three selected Best Practices and the future development of mobile marketing. The study consists of five main sections. First section consists of two parts, namely Introduction and Problem Statement. Introduction part covers a brief presentation about the subject of the study and the research objectives. And Problem Statement part discusses the stimulating factors to apply this research. The next section, which is Background Information, discusses the structural frame and the distinctive aspects of Mobile Marketing, the factors influencing consumer attitude towards mobile marketing, as well as measurement fundamentals of mobile marketing campaigns. This is followed by an Analysis of Current Mobile Marketing Applications including three selected Best Practices. Subsequently, Future Development of Mobile Marketing section explores the anticipations of the way towards which Mobile Marketing progresses...

Reviews

This publication may be really worth a go through, and a lot better than other. It really is full of knowledge and wisdom Its been printed in an exceptionally easy way in fact it is simply after i finished reading this publication by which basically modified me, affect the way i really believe.

-- Troy Dietrich DDS

Thorough information! Its this kind of very good read. It is writter in basic words and not hard to understand. You wont feel monotony at anytime of your respective time (that's what catalogues are for regarding should you question me).

-- Roel Bogisich Sr.

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Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



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