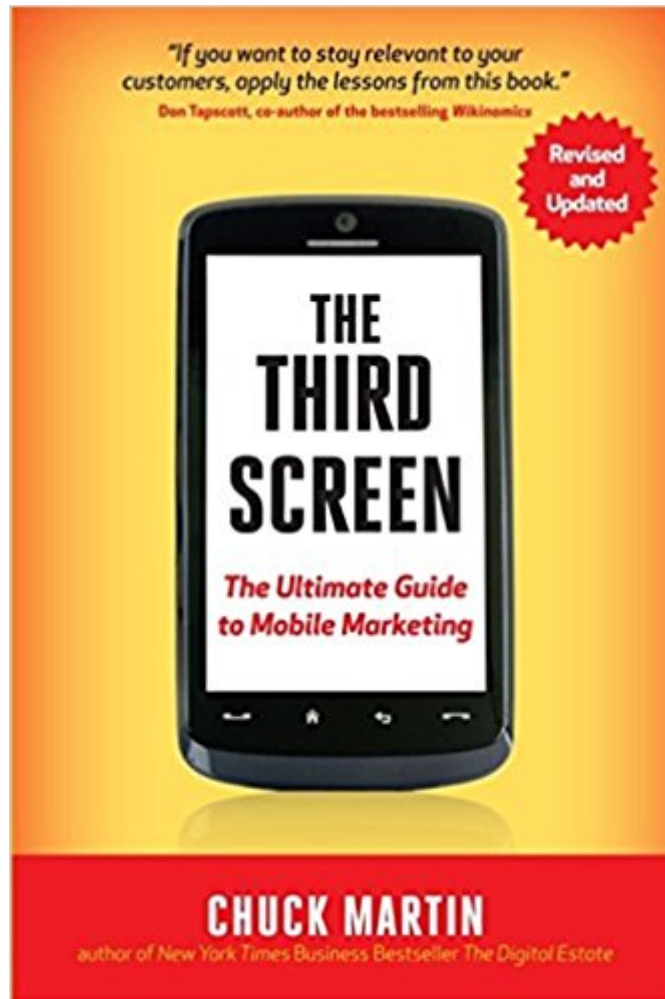


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# The Third Screen: The Ultimate Guide To Mobile Marketing



## Synopsis

The Ultimate Guide to Mobile Marketing &#151; Revised and Updated An American Express Open Forum Best Business Book We are in the midst of a technological revolution bigger than the television or the PC. How do we, as marketers, harness mobile technology to serve our customers most effectively? With the &#147;first screen&#151;the television&#151;companies sent ads directly into consumers&#151; living rooms, reaching millions with one campaign. The &#147;second screen&#151;the personal computer&#151;increased interaction between companies and consumers and allowed for immediate customer feedback. Now, the &#147;third screen&#151;the mobile device&#151;changed the game in an even more revolutionary way. The Third Screen: The Ultimate Guide to Mobile Marketing defines the implications, strategies, and tactics used to thrive in business during the mobile revolution. This revised, updated paperback links technological developments to behavioral changes, reveals the unexpected forces of the changes in mobile, and equips marketers and businesses for the future. A new breed of consumer has emerged: on the go and always on, tapping into content at the touch of a button&#151;anytime, anywhere.

## Book Information

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