

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



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## ***Reviews***

*Simply no phrases to clarify. It is really basic but surprises from the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Mr. Noah Cummerata IV)*

## ANALYSIS OF CURRENT MOBILE MARKETING APPLICATIONS, SELECTED BEST PRACTICES AND FUTURE DEVELOPMENT



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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 and how the mobile technologies shape the development. Too, Key Success Factors of Mobile Marketing are investigated in this section. Finally, the fifth section concludes with a discussion about key findings of the study. Limitations of the Research and Recommendations for Further Research are provided to highlight the study. The writer pays attention that the study comprises her own reflections and original contributions. Keywords: Mobile Advertising, Mobile Marketing Applications, Best Practices in Mobile Marketing, Key Success Factors of Mobile Marketing, Future Developments on Mobile Marketing 72 pp. Englisch.



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