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SOLIS GIDEON

Global Mobile Commerce: Strategies, Implementation and Case Studies Elex Media Komputindo

This book analyzes mobile gaming in the Asian context and looks into a hitherto neglected focus of inquiry – a localized mobile landscape, with particular reference to young Asians’ engagement with mobile gaming. This edition focuses not only on the remarkable success of local mobile games, but also on the significance of social milieu in the development of Asian mobile technologies and gaming culture. It analyzes the growth of the current mobile technologies and mobile gaming not as separate but as continuous developments in tandem with the digital economy. It is of interest to both academics and a broader readership from the business, government, and information technology sectors

The Bulletin IGI Global

Mobile Marketing Finding Your Customers No Matter Where They Are Use Mobile Marketing to Supercharge Brands, Sales, and Profits! Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable—and fun! Now, one of the field’s leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what’s working—and what isn’t. She guides you through identifying the right strategies and tactics for your products, services, brands, and customers...avoiding overly intrusive, counterproductive techniques...and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunities—driving greater brand awareness, stronger customer loyalty, more sales, and higher profits. Topics include Getting started fast with mobile marketing Understanding the international mobile marketing landscape Targeting and tracking the fast-changing mobile demographic Taking full advantage of the iPhone platform Leveraging mobile advertising, promotion, and location-based marketing Building micro-sites and mobile applications Performing search engine optimization for mobile sites and applications Building effective mobile affiliate marketing programs Integrating online and offline mobile marketing Avoiding mobile marketing spam, viruses, and privacy violations Previewing the future of mobile marketing

Nokia Smartphone Hacks Routledge

This guide introduces the Java 2 micro edition (J2ME) mobile information device profile (MIDP), and explains how to develop multimedia messaging service (MMS) and wireless application protocol (WAP) based thin-client applications for mobile Nokia devices. The authors discuss the Bluetooth API, optimization techniques, end-to-end design patterns, and scalability best practices, and provide an example photo viewer application, action game, and networked mobile web log. Annotation :2004 Book News, Inc., Portland, OR (booknews.com).

The Essential Guide to Mobile Business Prentice Hall Ptr

"This collection compiles research to drive further evolution and innovation of these next-generation technologies and their applications, of which the scientific, technological, and commercial communities have only begun to scratch the surface. It is an essential reference acquisition for any library seeking to cover the leading edge of technological innovations"--Provided by publisher.

Product Focused Software Process Improvement IGI Global

The Digital Gaming Handbook covers the state-of-the-art in video and digital game research and development, from traditional to emerging elements of gaming across multiple disciplines. Chapters are presented with applicability across all gaming platforms over a broad range of topics, from game content creation through gameplay at a level accessible for the professional game developer while being deep enough to provide a valuable reference of the state-of-the-art research in this field. Key Features: International experts share their research and experience in game development and design Provides readers with inside perspectives on the cross-disciplinary aspects of the industry Includes retrospective and forward-looking examinations of gaming Editor: Dr. Roberto Dillon is a leading game studies educator with more than 15 years of experience in the field of game design and development.

Nokia Smartphone Hacks UUM Press

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Mobiles magazine Addison-Wesley Professional

Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that enthusiasts crave.

Innovative Techniques in Instruction Technology, E-learning, E-assessment and Education Addison-Wesley Professional

Global business-to-consumer mobile and wireless revenues are predicted to reach £120 billion by the end of 2004, and mobile marketing has now become a mainstream marketing tool. To achieve such tremendous gains, marketers must identify and reach their mobile audience. This book is designed to teach marketers how to tap into this potential. Mobile Marketing is as different from traditional marketing as Internet marketing was, and this book will outline methods and techniques for: defining and implementing a wireless marketing strategy Making sense of what can be a technically and commercially confusing industry. Providing a wealth of carefully chosen international cases and examples to demonstrate techniques in the real

world Written by experienced practitioners with experience of advising major international companies on both strategy and individual campaigns in the mobile sector, and supported by a website to update users on developments in the filed it will be an essential guide and reference for professional marketers and marketing students. * A complete and authoritative overview of marketing strategies for the mobile world * Written by practitioners with real experience of mobile marketing in action and packed with international case studies * Supported by an updated website detailing events and developments in the sector

Future Music Springer

Book & CD. Targeted for intermediate programmers with experience in C/C++ and the basics of game programming, this book illustrates a variety of development techniques in the new and cutting-edge field of wireless games using Qualcomm’s hot new BREW development environment. Barbagallo goes through the fundamentals of the API including graphics, sound, input, and general programming tips. Brought together with complete examples of working games, the book also features information on the burgeoning wireless gaming market.

Internet Untuk Segala Kebutuhan Springer

"This book provides practical case studies of the planning, implementation and use of mobile and wireless data solutions in modern business"--

Provided by publisher.

Developing Scalable Series 40 Applications "O'Reilly Media, Inc."

Mobiles magazine est depuis 1997 le magazine de référence en langue française sur les téléphones mobiles, avec plus de 15.000 pages publiées et 1.000 tests de produits depuis le n°1. Tous les mois, Mobiles magazine décrypte les tendances, teste les nouveaux modèles et apporte à ses lecteurs le meilleur des informations pratiques pour être à la pointe des usages et produits mobiles.

Games, Entertainment, Education Wordware Publishing, Inc.

On behalf of the PROFES organizing committee we would like to welcome you to the 4th International Conference on Product Focused Software Process Impro- ment (PROFES 2002) in Rovaniemi, Finland. The conference was held on the Arctic Circle in exotic Lapland under the Northern Lights just before Christmas time, when Kaamos (the polar night is known in Finnish as “Kaamos”) shows its best characteristics. PROFES has established itself as one of the recognized international process improvement conferences. Despite the current economic downturn, PROFES has attracted a record number of submissions. A total of 70 full papers were subm- ted and the program committee had a di?cult task in selecting the best papers to be presented at the conference. The main theme of PROFES is professional software process improvement (SPI) motivated by product and service quality needs. SPI is facilitated by so- ware process assessment, software measurement, process modeling, and techn- ogy transfer. It has become a practical tool for quality software engineering and management. The conference addresses both the solutions found in practice and the relevant research results from academia.

Technology Review CRC Press

Users of this book will be able to quickly and efficiently build I-Mode pages using any desired text editor. Following examples and instructions based on the authors’ successful experiences, developers will create or convert images from other platforms, create animations and sound files, and develop dynamic database driven I-Mode applications and Web sites using common scripting languages such as Perl, PHP, and Java. They will also understand the relationship between I-Mode and other wireless technologies, and the unique business model of I-Mode. An overview of several "killer applications" that have fueled I-Mode's success will further prepare the reader to create applications that take full advantage of the features of small-screen devices.

Outlook Pearson Education

Explores global m-commerce strategies and technological standards, and provides cases of the subject from a global perspective.

Business Review Weekly Firenze University Press

In the past three decades Finland’s video game industry has become the backbone of Finnish cultural export. Angry Birds and Clash of Clans are dominating sales around the world and the small Nordic nation has become a gaming superpower. Drawing on more than 60 interviews, this book covers the Finnish video game phenomenon as told by the people behind its success. The history of the industry is documented in detail for the first time. Two hundred game reviews are included, presenting the best (and worst) of commercial video games made in Finland.

Far Eastern Economic Review Springer Science & Business Media

Compiles top research from the world's leading experts on many topics related to electronic commerce. Covers topics including mobile commerce, virtual enterprises, business-to-business applications, Web services, and enterprise methodologies.

Axmedis 2005 : proceedings of the 1st International Conference on Automated Production of Cross Media Content for Multi-channel Distribution ; volume for Workshops, Industrial und Applications Sessions ; Florence, Italy, 30 November - 2 December 2005 McFarland
Micro Java Games Development explains game development for devices that support J2ME MIDP. The six parts cover a full range of topics, from a tour of all available micro-devices (Palms, cell phones and pagers), a discussion of software standards apart from J2ME (cell phones, messaging, I-mode and wireless enhancements such as Bluetooth), and available J2ME extensions (Siemans, Ericsson, Nokia), development tools and restrictions, to the creation of a meaty J2ME game!

Unwired Business: Cases in Mobile Business "O'Reilly Media, Inc."

Mobiles magazine est depuis 1997 le magazine de référence en langue française sur les téléphones mobiles, avec plus de 15.000 pages publiées et 1.000 tests de produits depuis le n°1. Tous les mois, Mobiles magazine décrypte les tendances, teste les nouveaux modèles et apporte à ses lecteurs le meilleur des informations pratiques pour être à la pointe des usages et produits mobiles.

HotelBusiness Addison-Wesley Professional

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry

analysis and practical solutions help you make better buying decisions and get more from technology.

I-mode Developer's Guide IGI Global

From the concert stage to the dressing room, from the recording studio to the digital realm, SPIN surveys the modern musical landscape and the culture around it with authoritative reporting, provocative interviews, and a discerning critical ear. With dynamic photography, bold graphic design, and informed irreverence, the pages of SPIN pulsate with the energy of today's most innovative sounds. Whether covering what's new or what's next, SPIN is your monthly VIP pass to all that rocks.