



Beyond Mobile: People, Communications and Marketing in a Mobilized World

M. Lindgren, J. Jedbratt, E. Svensson

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The advent of constant internet connectivity and mobile communication have transformed the way that many businesses and organisations function. There has been a focus upon the technological aspects and opportunities. This book takes a look into the future at the human aspects of mobile technology in terms of the ways that people will work and communicate in the mobile marketplace.

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