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## MCOMMERCE: THE CONVERGING OFFLINE AND ONLINE WORLDS - A PRACTICAL GUIDE TO EXPLOITING THE FAST GROWING MOBILE SALES CHANNEL



CGW Publishing, United Kingdom, 2013. Paperback. Book Condition: New. 216 x 138 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.mCommerce is gaining traction and all of the recent surveys on the subject expect it to continue to grow quickly. However it is little understood. For example, what is the difference between mCommerce and eCommerce on a mobile device? When should a browser based solution be used and when should an app be used? Should a solution...

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- Authored by Rupert Potter
- Released at 2013



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## Reviews

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