



Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market

Chetan Sharma, Joe Herzog, Victor Melfi

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A practical guide to the emerging mobile advertising market, *Mobile Advertising* covers all the major topics in this emerging multibillion-dollar industry. This is a complete how-to guide for anyone who wants to understand and take advantage of this hot new advertising medium. Drawing on the experience of three industry veterans, insights from key influencers and decision makers, and detailed case studies, the book gives you practical guidance for getting the most out of mobile advertising.

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