# Mobile Commerce 2.0 Where Payments, Location and Advertising Converge Smartphone Chronicle

By Majeed Ahmad

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 264 pages. Dimensions: 8.0in. x 5.2in. x 0.7in.Understand the technology and ideas behind the mobile commerce business in the post-iPhone arena. Mobile Commerce 2. 0 is a must-read for managers tasked with formulating a mobile strategy for their businesses. The book is specifically written to educate and inform professionals in the retail, finance, banking, IT, and wireless industries. Mobile Commerce 2. 0 presents a series of real-life use cases as well as success stories like Facebook, Foursquare, LevelUp, PayPal, Square, and Twitter as key innovative deployments. Find out how retailers are embracing mobile commerce and how they are managing practices like showrooming. The book encompasses the entire mobile commerce ecosystem; for instance, it offers a detailed treatment of how m-commerce is providing enabling technologies for mobile payments. The state of mobile wallet is followed by a highly readable account of how location is transforming the larger m-commerce footprint. Then, there is a holistic view of mobile ads, their gigantic promise, and how they are becoming a meaningful business after a number of hits and misses. The rise of the social commerce and mobile security are other prominent...

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