

The Business Text Message Connection: How to Take Advantage of SMS Marketing (Paperback)



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Reviews



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(Prof. Dario Lang)

THE BUSINESS TEXT MESSAGE CONNECTION: HOW TO TAKE ADVANTAGE OF SMS MARKETING (PAPERBACK)



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Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.A short 20 years ago, cell phone engineers scoffed at the idea of text messaging. Who would want to send a written message when they could just call on the phone? It seems public demand won over the engineers doubts, and texting is here to stay. It s said that the first text message was sent via pager in 1989 by Raina Forteni: the string of numbers 07734, which, when her friend turned the pager upside down, read HELLO. True text messaging between cell phones didn t start happening until the mid-1990s, and it s only been since 2007 that a majority of mobile users are sending texts.

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