



Mbusiness: The Strategic Implications of Mobile Communications

Stuart Barnes

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MBusiness: The Strategic Implications of Mobile Communications presents recent theory and evidence on wireless information technologies and their application in business. Such information is useful in both the classroom and for interested practitioners contemplating new technological developments.

MBusiness is a very fast moving area and consequently there is a need to provide relevant material for those who wish to understand the subject. This text provides recent teachings, moving beyond existing wireless technology publications, and differentiates itself strongly via its emphasis on the strategic business application of mobile communications. It stands apart by virtue of the degree of academic rigour with which it tackles the material and is an excellent resource for teaching and learning in the classroom.

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