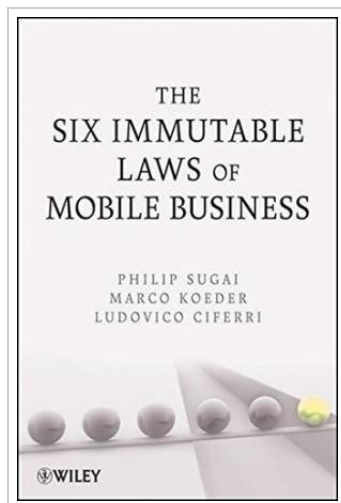




The Six Immutable Laws of Mobile Business: Lessons Learned from Japan (Paperback)

By Philip Sugai, Marco Koeder, Ludovico Ciferri

John Wiley and Sons Ltd, United Kingdom, 2010. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Valuable lessons from Japan s mobile industry yield 6 Immutable Laws for Mobile Business globally Japan s mobile customers enjoyed better mobile devices, more content, and the most advanced functionality and services for the last 10+ years. This book helps cut through the many myths and all of the hype surrounding Japan s mobile dominance to identify the most important laws that will guide the success of mobile businesses around the world. Based on detailed market analysis and unprecedented access to the major players and pioneers of the Japanese mobile industry, this publication helps you understand the Six Immutable Laws of Mobile Business. These will help you and your business successfully navigate the challenges that the world s Wireless Revolution brings. From Law #1 through Law #6, authors Philip Sugai, Marco Koeder, and Ludovico Ciferri will help guide you to distinguish mobile myth from mobile fact, micro developments from macro trends, and regional characteristics from universal truths. The book highlights Japan s incredible efforts to offer consumers complex, high-tech devices with enriched services that are nonetheless elegant and easy to use,...



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