



# The Mobile Revolution: The Making of Mobile Services Worldwide

*Dan Steinbock*

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## **The Mobile Revolution: The Making of Mobile Services Worldwide** Dan Steinbock

In *The Mobile Revolution*, senior executives of the world's leading mobile vendors, operators, service providers, software giants, chip kings, media and entertainment conglomerates, publishers, music moguls and brand marketers reveal their secrets and strategies. The book abounds with inside stories of great industry successes (and equally great flops) as the narrative shifts between the major cities of several continents.

*The Mobile Revolution* is about the making of mobile markets and services worldwide, with a firm emphasis on innovation. Not just another account of technology innovation, it examines mobile services in the context of maturing and emerging mobile markets.

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