



# M-Commerce: Technologies, Services, and Business Models

*Norman Sadeh*

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# **M-Commerce: Technologies, Services, and Business Models**

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## **M-Commerce: Technologies, Services, and Business Models** Norman Sadeh

The first complete introduction to the technology and business issues surrounding m-commerce

With the number of mobile phone users fast approaching the one billion mark, it is clear that mobile e-commerce (a.k.a. "m-commerce") is the next business frontier. Authored by a recognized international authority in the field, this book describes the brave new world of m-commerce for technical and business managers alike. Readers learn about the driving forces behind m-commerce, the impact of WAP, 3G, mobile payment, and emerging location-sensitive and context-aware technologies. A comprehensive look at emerging m-commerce services and business models, as well as the changing role of mobile network operators, content providers, and other key players. The author concludes with informed predictions about the future of m-commerce.



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