



Mobile marketing: 11 (Media e web communications) (Italian Edition)

Paolo Mardegan, Massimo Pettiti, Giuseppe Riva

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Meglio investire nella tradizionale pubblicità su carta o sul telefonino?

Preferire un'app o un sito mobile? Che tipo di pubblicità si può fare su mobile? Cosa si intende per mobile advertising?

Il mondo della pubblicità sta cambiando.

L'obiettivo di questo testo è quello di darvi una bussola, la più aggiornata possibile, per non perdervi durante questa rivoluzione.

Gli autori di "Mobile Marketing" vi daranno tutte le risposte che cercate, offrendovi una visione chiara e comprensiva del mondo che ruota intorno alla comunicazione su telefonino. Casi reali, investimenti dichiarati e modalità spiegate nel dettaglio per ottimizzare la comunicazione e massimizzare il più possibile gli investimenti in pubblicità senza inutili sprechi.

Come farlo? Ce lo raccontano in modo semplice e accattivante gli autori del volume, spiegando quali sono le reali opportunità offerte dal mobile marketing, l'innovativa e straordinariamente efficace strategia di comunicazione che permette, con i suoi diversi strumenti, di valorizzare al massimo l'esperienza mobile dell'utente, rendendola un momento gratificante di "condivisione digitale".

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