Mobile Commerce: Technology, Theory and Applications

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M-commerce (mobile-commerce) refers to e-commerce activities carried out via a mobile terminal such as a phone or PDA. M-commerce applications for both individuals and organizations are expected to grow considerably over the next few years. Mobile Commerce: Technology, Theory and Applications addresses issues pertaining to the development, deployment, and use of these applications. The objective of this book is to provide a single source of up-to-date information about mobile commerce including the technology (hardware and software) involved, research on the expected impact of this technology on businesses and consumers, and case studies describing state-of-the-art m-commerce applications and lessons learned.

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Editorial Review

About the Author
Brian Mennecke is an associate professor of management information systems in the college of business at Iowa State University. **Troy Strader** is an assistant professor of management information systems in the college of business at Iowa State University. They both live in Ames, Iowa.

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