

Handbook of Research in Mobile Business: Technical, Methodological and Social Perspectives, Second Edition (Handbook of Research On...)

Bhuvan Unhelkar

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The current technological and commercial landscape points to an expanding role for the rapidly evolving innovations in mobile technology in shaping current forms of business and transactions and driving the development of new models.

The Handbook of Research in Mobile Business: Technical, Methodological and Social Perspectives, Second Edition collects the latest research advances in the rapidly evolving field of mobile business to provide researchers, educators, and practitioners with the leading reference source on the subject. Combining authoritative articles in this reference compilation, the Handbook of Research in Mobile Business: Technical, Methodological and Social Perspectives, Second Edition is an essential addition to academic, research, and professional library collections across the globe.



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