



Mobile Opportunities and Applications for E-Service Innovations

Ada Scupola

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Mobile technology continues to shape our society, delivering information and knowledge right to our finger tips. It is only fitting that these advancements and opportunities are applied to the area of electronic services.

Mobile Opportunities and Applications for E-Service Innovations brings together different perspectives on the understanding of e-service and mobile communication, as well as their effects on the fields of marketing, management, and information systems. The growth of e-services as it relates to business to-business, business-to-consumer, consumer-to-consumer, are essential to the interests of professionals, academics, and researchers, as well as industry consultants.

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