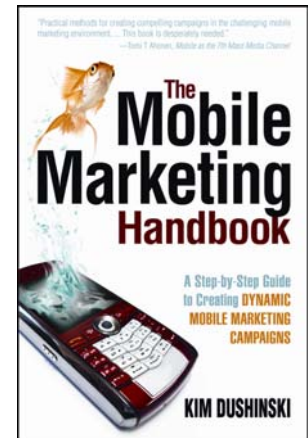


For Immediate Release

Contact: Rob Colding

Information Today, Inc.

(609) 654-6266, ext. 330



The Mobile Marketing Handbook

Mobile Marketing Specialist Kim Dushinski Teaches Marketers
How to Leverage the Power of Mobile to Build Business

January 26, 2009, Medford, NJ—Information Today, Inc. (ITI) has announced the publication of *The Mobile Marketing Handbook; A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns*, by author and marketing expert Kim Dushinski.

With more than three billion mobile devices in use worldwide and an estimated 80% of Americans using mobile phones, businesses are looking to harness this media channel for the benefit of their customers and bottom lines alike. In *The Mobile Marketing Handbook*, Dushinski shows how businesses can tap into the power of mobile technology to increase sales, build brands, and improve customer loyalty.

“Until you try mobile, you will be missing out on the newest and most powerful marketing tool of our time,” says Dushinski. “It is up to you to dive in and make something happen. You may be surprised at the great response you get.”

Dushinski shows how organizations can create successful mobile campaigns that are effective and won't break the bank. Her easy-to-follow advice is designed to help businesses interact with mobile users to build stronger customer relationships, reach a virtually unlimited number of new prospects, and gain a competitive advantage by making the move to mobile now.

“Just as marketers use traditional media to achieve varied marketing objectives, mobile must be considered a critical component within a larger cross media campaign,” states Laura Marriott, President of the Mobile Marketing Association, who wrote the foreword to the handbook.

-more-

Following the foreword by Laura Marriott, *The Mobile Marketing Handbook* features an Introduction by the author and the following chapters:

1. The Basics and the Big Picture
2. Five Steps to Creating a Dynamic Mobile Marketing Campaign
3. Legal Issues and Implications of Mobile Marketing
4. Launching Your Campaign
5. Marketing Your Mobile Campaign
6. Tracking Your Results
7. Voice
8. Text Messaging Campaigns
9. Creating a Mobile Web Presence
10. Mobile Web Promotion Strategies
11. Social Networking and Mobile Campaigns
12. Proximity Marketing
13. More Mobile Methods

Additional features include an Afterword on “Moving Ahead in Mobile,” an appendix that helps readers put mobile marketing in context with other marketing methods, a glossary of mobile terms, and an index. The book is supported by an online resource guide (www.mobilemarketinghandbook.com), created by the author and featuring updated content, links to important resources, and bonus information for readers.

What Others Are Saying

“From legal issues to social media marketing, Kim Dushinski’s *Mobile Marketing Handbook* covers the gamut of mobile marketing topics,” says Janet Johnson of o’Johnson Partners. “If you only read one book on mobile marketing, this should be it.”

“Dushinski has an incredible understanding of the mobile eco system. She takes a rather complex space and makes it easy enough for a novice to understand,” according to Jared Reitzin, CEO, mobileStorm Inc. “*The Mobile Marketing Handbook* will help you craft many types of successful mobile marketing campaigns.”

About the Author

Kim Dushinski is a successful entrepreneur with more than 20 years of experience in sales and marketing. She is the president and founder of Mobile Marketing Profits, a marketing firm that provides mobile marketing education and consulting services to corporations, marketing professionals, and entrepreneurs. As an advocate for smart and effective mobile marketing, Dushinski leads workshops and speaks internationally about ways to profit with mobile. She writes a weekly column at MobileMarketingWatch.com and has been published in publications such as *Search Marketing Standard*. She lives in Denver, Colorado, and is available by arrangement with her publisher for interviews and as a commentator on mobile marketing trends and issues.

The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns (248 pp/softbound/\$29.95/ISBN 978-0-910965-82-8) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing custserv@infotoday.com; or on the web at www.infotoday.com.

###