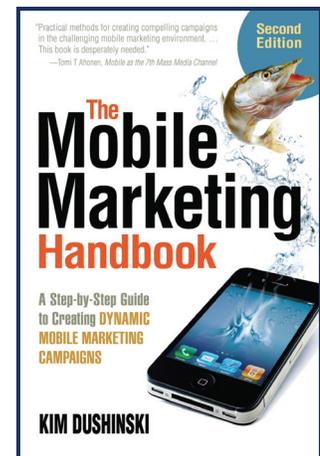


For Immediate Release

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The Mobile Marketing Handbook, Second Edition

New Interactive Edition of Kim Dushinski's Popular Book Helps Marketers Reach Mobile Phone Users, Interact with Customers, and Create Dynamic Mobile Marketing Campaigns



February 6, 2012, Medford, NJ—Information Today, Inc. (ITI) announced publication of the second edition of *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns, 2nd Edition* by mobile marketing guru Kim Dushinski.

In the new interactive edition of her bestselling guide to mobile marketing, published simultaneously in print and ebook formats, Dushinski shows how firms can create successful mobile campaigns without breaking the bank. Her easy-to-follow advice helps readers interact with mobile device users, build stronger customer relationships, reach a virtually unlimited number of new prospects, and gain competitive advantage by making the move to mobile *now*.

“Every marketer should be jumping in with both feet,” said Mary O’Brien of MarketersResource.com, “and a step-by-step guide like this will provide a true competitive advantage.”

The Mobile Marketing Handbook addresses these key question and topics:

- Mobile marketing—who is using it and whom are they targeting
- Why businesses should act now and how they can get started
- How powerful user benefits overcome “Not on *my* phone, you don’t!” syndrome and other negative attitudes toward mobile marketing
- The 5 steps to creating a dynamic mobile marketing campaign on any budget
- The *right* way to make your website available on the mobile web
- Exploiting the full range of mobile marketing options—calling, text messaging, mobile web, search apps, social networking, location-based marketing, QR codes, and more

More than a static print reference, the new edition of *The Mobile Marketing Handbook* is an interactive guide to mobile marketing. A companion webpage at mobilemarketinghandbook.com offers audio,

—more—

video, updated content, and vendor/product recommendations. In addition, readers can use their cell phones to interact with the book—accessing mobile websites, sending and receiving text messages, taking mobile quizzes, and earning certification from the International Mobile Marketing Business Network.

The book features 14 practical chapters organized in three major parts: Mobile Marketing Strategy and Implementation; Mobile Marketing Toolbox: Tactics, Campaign Ideas, and Resources; and Marketing and Tracking Mobile Campaigns. It includes a foreword by Mobile Marketing Association (MMA) managing director Michael J. Becker, special sections on “Moving Ahead in Mobile” and “How to Start a Mobile Marketing Business,” a glossary, and a comprehensive index. The companion website allows readers to post questions and share their own mobile marketing advice and experiences. Readers are encouraged to connect with the author via Facebook at www.facebook.com/mobilemarketinghandbook and via Twitter at www.twitter.com/kimdushinski.

“Kim Dushinski lays out the key themes of the mobile story concisely and helps the reader understand the big picture of mobile through insightful commentary and case studies,” Michael Becker writes in the book’s foreword. “She explains the key elements you should consider when developing your mobile marketing strategy and provides a list of important, proven tactics for success that each and every one of your marketing campaigns should include. Whether you’re new to the concept of mobile and mobile marketing or a veteran in the industry, *The Mobile Marketing Handbook* should be by your side.”

ABOUT THE AUTHOR

Kim Dushinski is the CEO of the International Mobile Marketing Business Network (IMMBN) and president of Denver-based Mobile Marketing Profits, a mobile marketing training firm. She is a contributing author of *Success Secrets of Social Media Marketing Superstars* and has written articles for *Advertising & Marketing Review*, *Brilliant Results*, and *Search Marketing Standard*. She is co-host of the Mobile Marketing Review, a podcast that reviews mobile marketing campaigns from around the world. In 2010, Dushinski was named among MobileMarketer.com’s “Mobile Women to Watch.” She lives in Denver, CO.

The Mobile Marketing Handbook, Second Edition (248 pp/softbound/\$29.95/ISBN 978-0-910965-90-3) is a CyberAge book published by Information Today, Inc. (ITI). It is available wherever books and ebooks are sold through Independent Publishers Group (IPG), www.ipgbook.com. For more information or to order call (800) 300-9868 [outside U.S. call (609) 654-6266]; fax (609) 654-4309; email custserv@infoday.com; or visit the ITI website at www.infoday.com.

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