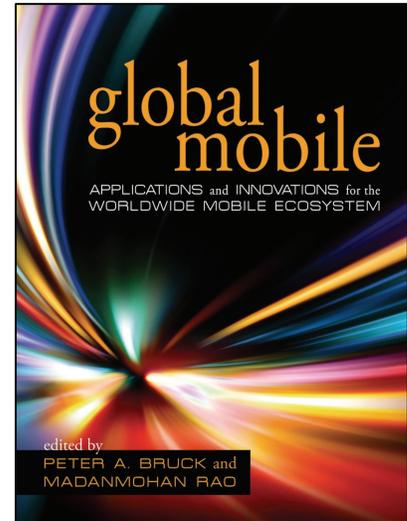


For Immediate Release

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Global Mobile

New Book Examines the Foundations of the Worldwide Mobile Ecosystem and Offers a Panoramic View of How Mobile Technology is Transforming Our Lives



July 15, 2013, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *Global Mobile: Applications and Innovations for the Worldwide Mobile Ecosystem* edited by Peter A. Bruck and Madanmohan Rao.

Global Mobile examines the foundations of the worldwide mobile ecosystem through an array of case studies and perspectives on how mobile is transforming human enterprise—from business and healthcare to education, employment, entertainment, government, and the media. Editors Peter A. Bruck and Madanmohan Rao bring together an extraordinary cast of thought leaders and practitioners in this sweeping survey of mobile technology and its impacts on human life, work, and society. *Global Mobile* provides an outline of the various dimensions of the mobile landscape and includes the following:

- Mobile and Megatrends
- Competition and the Evolution of Mobile Markets
- Mobile Web Design Strategies
- The Role of Mobile Social Media in Enterprises
- Mobile Education
- Mobile Phones and Financial Inclusion
- The Mobile Workforce
- Mobile Innovations Trends
- Mobile Government
- Mobiles and the Law
- Policy and Regulatory Issues in the Mobile Internet

Contributors describe how mobile can and *is* being used to expand economies, alliances, and partnerships, and assess legal, policy, and regulatory issues and challenges. Combining broad practical coverage with a pioneering vision, *Global Mobile* is the first essential guide to the worldwide mobile ecosystem.

PRAISE FOR *GLOBAL MOBILE*

“Policy-makers around the world are still catching up with the explosive growth of mobile communications, and this timely report will help them along a number of dimensions—getting spectrum right, rural access, financial inclusion, and entrepreneurship.”

—Dr. Tim Kelly, lead policy specialist, The World Bank

“*Global Mobile* offers a panoramic vision of the new world of mobile connectivity, now and into the future. Essential reading for everyone involved in mobile media.”

—Mike Sharples, professor of educational technology, The Open University, U.K., and founding president, International Association for Mobile Learning

“Nothing gets marketers closer to their consumers than mobile and nothing captures or educates on that better than *Global Mobile*. It's a must read for the future.”

—Greg Stuart, global CEO, Mobile Marketing Association

ABOUT THE EDITORS

Peter A. Bruck, PhD, is a researcher, manager, professor, and entrepreneur in media, communications, and ICTs. As CEO and chief researcher of Research Studios Austria, he heads seven units in applied information and communication technology (ICT) research and manages innovations from universities into markets. He has been an advisor to national governments, the European Commission, and the United Nations.

Madanmohan Rao, PhD, is an author and consultant based in Bangalore, India, and editor of five book series: *The Asia-Pacific Internet Handbook*, *The Knowledge Management Chronicles*, *World of Proverbs*, *Global Citizen*, and *AfricaDotEdu*. As research projects director of Mobile Monday, he produces annual mobile innovation reports for the regions of Africa, Asia, the Middle East, Europe, and the Americas.

Global Mobile: Applications and Innovations for the Worldwide Mobile Ecosystem (632 pp/softbound/\$49.50/ISBN 978-1-57387-462-5) is published by Information Today, Inc. (ITI) and is available wherever professional books and ebooks are sold. For more information, contact the publisher by calling (800) 300-9868; faxing (609) 654-4309; emailing custserv@infotoday.com, or visiting the ITI website at www.infotoday.com.

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