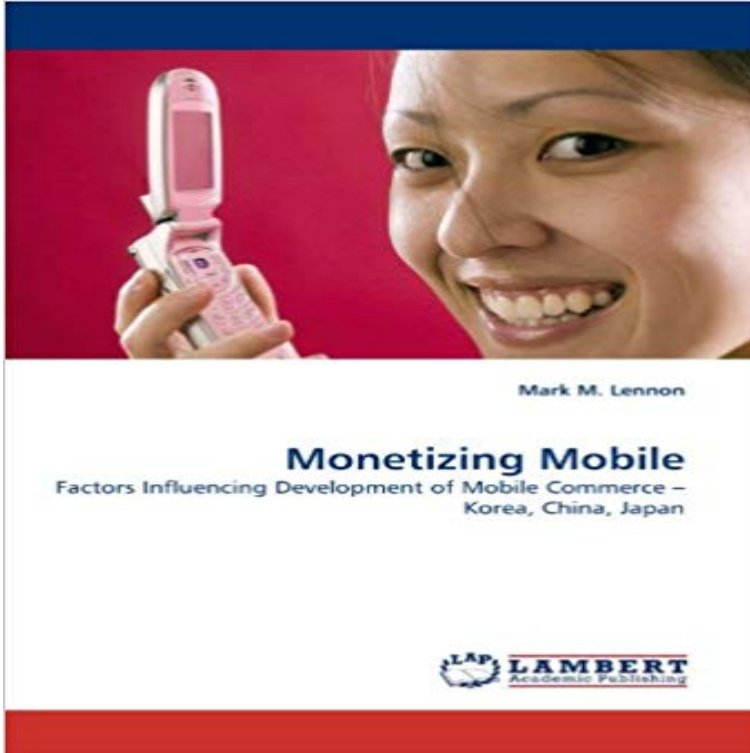


Monetizing Mobile: Factors Influencing Development of Mobile Commerce ? Korea, China, Japan



Why are East Asian mobile telecommunication companies ahead of those in Europe and North America? What are the secrets to their successes and failures? We explore and explain the business models of the top six mobile firms in East Asia in the context of Dominant Design, Technological Leapfrogging, and Technological Lockout. From numerous interviews with high ranking corporate, government, and academic officials, supplemented by extensive secondary sources in the form of academic articles, white papers, and annual reports, this book provides a detailed description of the dynamic and exciting world of mobile commerce.

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