



The Mobile Native's Guide to Marketing (Paperback)

By Aurelie Guerrieri

On Demand Publishing, LLC-Create Space, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Mobile is a revolution, the marker of a new era for a new type of consumer: the Mobile Native. Mobile Natives crave engagement, entertainment and instant gratification, but with over 2 million apps listed in each app store, app marketers jostling for a top ranking must become ever more sophisticated and data-driven to get their attention. This book offers a 360 vision of mobile marketing, illustrated with concrete examples, testimonials, and case studies. It outlines the stakes, proposes a methodology for engaging Mobile Natives, and provides clear strategies to monetize mobile apps.



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