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## LOCATION-BASED SERVICES AND CONSUMER SEARCH ON THE MOBILE INTERNET



Book Condition: New. Publisher/Verlag: epubli | Dissertation on location-based services and consumer search on the mobile internet | The increasing diffusion of smartphones in the mass market enables more and more consumers to use the mobile internet. In addition, there is a continuing integration of location-based services (LBS) which provide context-aware information to consumers. This leads to a convergence of online and offline worlds. The usage of LBS delivers additional and more relevant information to consumers (e.g., about alternative offers)...

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- Authored by Daurer, Stephan / Spann, Martin
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