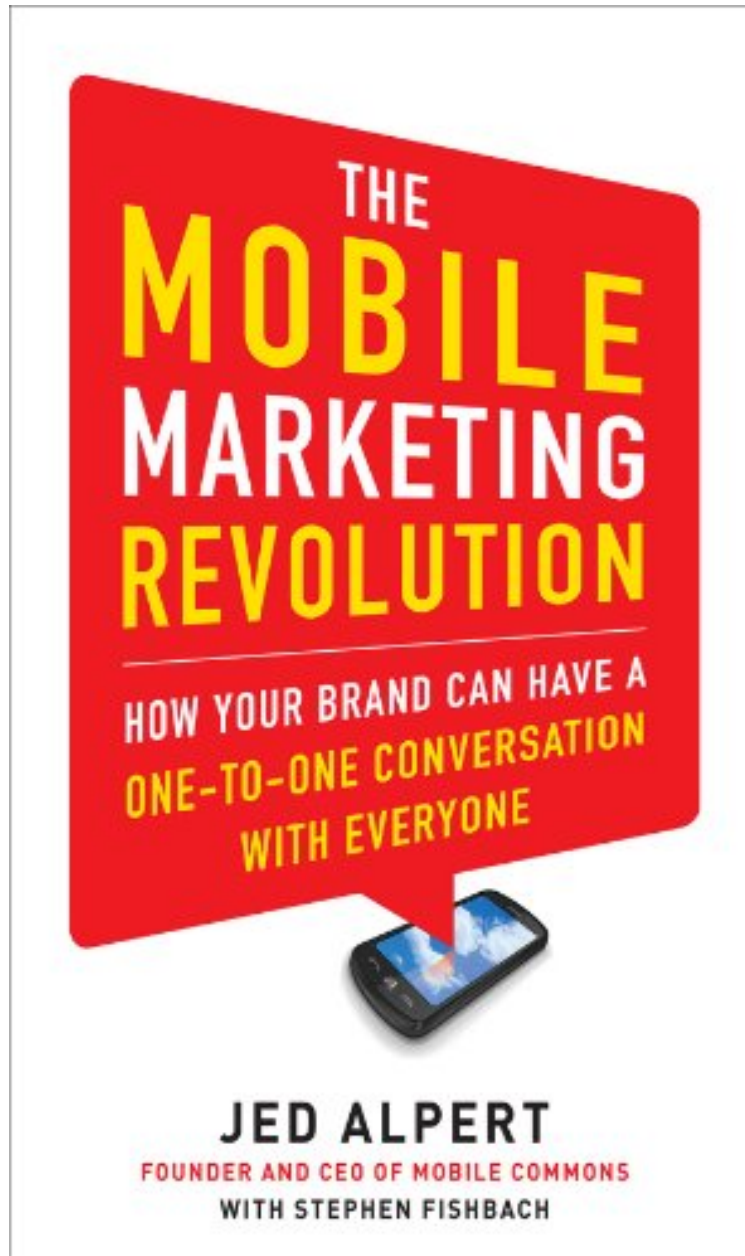


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# The Mobile Marketing Revolution: How Your Brand Can Have a One-to-One Conversation with Everyone

*Jed Alpert*

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## Marketing Revolution: How Your Brand Can Have a One-to-One Conversation with Everyone:

0 of 0 people found the following review helpful. Insight that drives decision makingBy JoaquinJed Alpert has written a book that provides clear and meaningful insight into leveraging mobile communities. This book is what we have been missing in the non-profit and media fields for some time. It makes clear the distinction between berating your audience with shallow messaging and really engaging them around the work and mission of organizations. As a long time producer and developer of media and technology projects, I highly recommend this book as a quick way to catch up with some of the best ideas out there for mobile.

One-to-One is transforming our world—how you can join the Revolution What would your organization do with a technology that lets you crowdsource instantly and effortlessly and reach people who WANT to hear from you wherever they happen to be? Such a tool already exists and it's in billions of mobile devices worldwide: SMS, or text messaging. However, there's more to messaging than simply broadcasting texts. To succeed with mobile messaging in the long term—without disrupting your business or distracting your customers—you need to understand the bigger movement that's underway. The Mobile Marketing Revolution gives you the framework to listen to, empower, inform, engage, and enlist the very people on which your success depends. From fundraising to polling to selling products and services, this book shows how to use mobile messaging to turn even the briefest initial interaction into a permanent engaged relationship. Better still, you can achieve all this without expanding overhead or building campaigns from scratch, but instead by integrating mobile into your organization's existing processes and practices.

About the AuthorJed Alpert is co-founder of Mobile Commons, one of the first and most successful mobile marketing firms, named a "Fast Company Magazine Fast Fifty Company." He currently serves as the company's Chief Strategy Officer, guiding its overall direction as it continues to grow at a rate of 40% per quarter.