
Praise for *The Mobile Marketing Handbook*

“Just 4 years ago, I never thought I’d be using my mobile device like a portable TV, a virtual assistant, a business in my pocket, or as a complete marketing channel ... yet today, it is all that and more. All this time, Kim Dushinski has continued to *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* keep business owners and marketers out in front of this wave of opportunity. Her newest book is a must read, and I give it my highest recommendation.”

—Dan Hollings, internet and mobile marketing consultant, and strategist for “The Secret”

“A great reference for anyone wanting to dive into the topic and set up an effective mobile marketing campaign. Now that mobile’s time has finally come, every marketer should be jumping in with both feet, and a step-by-step guide like this will provide a true competitive advantage.”

—Mary O’Brien, MarketersResource.com

“An outstandingly useful guide to *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* planning, creating, and implementing an effective mobile marketing strategy for your business. I highly recommend it to big and small businesses alike.”

—Janet Attard, CEO, BusinessKnowHow.com

“From legal issues to social media marketing, Kim Dushinski’s *Mobile Marketing Handbook* covers the gamut of mobile marketing topics. If you read only one book on mobile marketing, this should be it.”

—Janet Johnson, o’Johnson Partners

“Knowledge is vital for mobile advertising, and this book encapsulates not only what you need

to know but how to capitalise as well.”

—Bena Roberts, founder, GoMoNews.com

“Dushinski has an incredible understanding of the mobile ecosystem. She takes a rather complex space and makes it easy enough for a novice to understand. *The Mobile Marketing Handbook* will help you craft many types of successful mobile marketing campaigns.”

—Jared Reitzin, CEO, mobileStorm Inc.

“Savvy, down-to-earth and tremendously practical ... if the *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* price of this book were based on the value of the timeliness and thoroughness of the information it contains, it would sell for thousands of dollars.”

—Ken McCarthy, CEO, The System Seminar

“Mobile marketing is not only the next frontier for the small business, it may become the only real way to get highly relevant messages in front of consumers. Kim Dushinski has tackled this subject as no one before her. You must understand this very practical topic to survive in business going forward.”

—John Jantsch, *Duct Tape Marketing*

“This book is perfectly suited for the times, showing marketers how to utilize the latest smart phones, PDAs, and other handheld devices to *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* reach customers. Recommended.”

—CHOICE

“Marketing professionals looking for a solid return on their investment using mobile marketing would be wise to follow the approach outlined by Kim Dushinski in *The Mobile Marketing Handbook*.”

—Ajit Jaokar, futuretext

“Mobile isn’t a technology, it’s a way of life, and Dushinski helps marketers figure out how to *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* use it well, and intelligently, to accomplish their business goals.”

—Ann Handley, chief content officer, MarketingProfs

“Kim Dushinski provides a terrific overview of the mobile web and specific ideas on mobile advertising, and she shows you where the gold mines *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* are, as well as the snake oil salesmen. There’s money to be made in mobile. Will your organization be a part of the new

frontier?”

—David Meerman Scott, *The New Rules of Marketing & PR* and *Cashing In With Content*

Kim Dushinski

First printing, 2012

The Mobile Marketing Handbook, Second Edition: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns

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What's with the Fish?

Almost everyone who saw the book cover in the design phase simultaneously loved it and then asked about the meaning of the fish jumping out The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns of the phone. So here is what's with the fish:

- Marketers feel much the same as a fish out of water when trying to figure out mobile marketing. It is just too different from what they expect, and it keeps changing even when they think they have it figured out.
- To young people, having a mobile phone is part of life, and life is exciting. Mobile is always there for them and a part of being connected to the world. Why wouldn't a fish The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns jump out of it?
- Mobile marketing brings phones to life in unexpected ways. Granted, no one would want a real fish to spring forth from his or her phone, but look at it as a metaphor for thinking outside the box about what you can do with your mobile device.

What do *you* think the fish means? Share your thoughts with me at kim@mobilemarketingprofits.com.

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