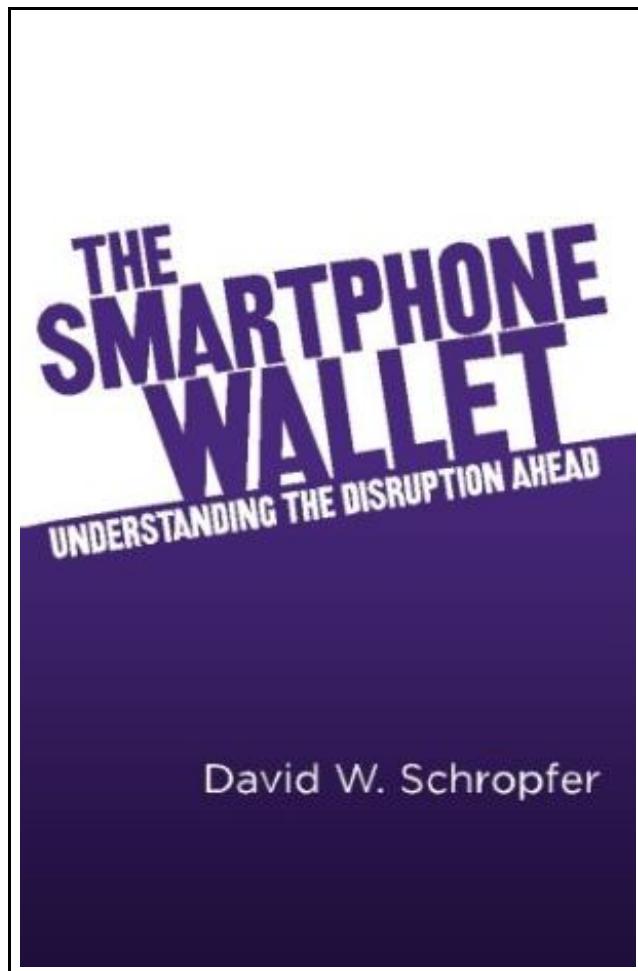


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Reviews

It is a single of my personal favorite publication. It usually fails to charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Mr. David Friesen IV)

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Createspace, United States, 2010. Paperback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.-- Do you use a mobile phone? -- Do you use credit cards or debit cards? If so, you need to know that a revolution has started that will impact you sooner than you think, and this book will tell you - the consumer - what you need to know now. The reality is that a torrent of advertising and promotional marketing is heading your way to try to convince you to use new services on your SmartPhone at retail stores. Perhaps you have already seen some, or signed up for some. These new services may seem novel, but this revolution is far more significant than that. At stake is the future of the credit card system that moves over \$11 Trillion per year from consumers to retailers. Some of the largest companies in the world think this system should change, starting now. Other, equally large companies think everything should stay the same. These two sides are already lining up on a battlefield, with you standing in the middle. And, if you are not careful, the first casualty will be your privacy. Find out what is happening, how it may effect you, and what you can do about it. Read The SmartPhone Wallet - Understanding the Disruption Ahead. PRAISE FOR THE SMARTPHONE WALLET: David Schropfer's consumer-focused look at the emergence of mobile payments is unique and refreshing. At Morris Advisors, we believe the keys to the mobile commerce kingdom are not in the hands of banks or wireless carriers. Consumers and merchants are ultimately the most critical stakeholders. Mr. Schropfer clearly articulates for us the consumer value proposition for mobile payments. I particularly enjoyed his thought provoking...

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