Mobile Location-Based Services - 9th Edition

Description: Mobile Location-Based Services is the ninth consecutive report analysing the latest developments on the LBS markets in all regions worldwide.

This report provides you with 190 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

Highlights from the ninth edition of the report:

- 360-degree overview of the LBS ecosystem.
- Insights from 30 executive interviews with market leading companies.
- In-depth analysis of market trends and key developments.
- Comprehensive overview of key market verticals.
- Detailed profiles of key players in the LBS market worldwide.
- Updated forecasts by region and market vertical lasting until 2020.

- How can mobile operators use location data for mobile analytics services?
- How is location data used in secure authentication and fraud management services?
- How are free navigation services affect the market dynamics?
- What are the mobile strategies of search engines and directory publishers?
- How is location technology used by mobile social networks and communities?
- How is GPS-technology altering the conditions for people locator services?
- What are the drivers for adoption of mobile workforce management services?
- How is location being used to add value in mobile advertising?

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