

The Six Immutable Laws of Mobile Business

The book highlights Japan's incredible effort to offer consumers complex, high-tech devices with enriched service that are nonetheless elegant and easy to use, a quest that the authors assert that "simplicity" will be what truly empowers individual users through their mobile devices.

Filled with case studies exploring all aspects of the Japanese mobile industry, this unique publication points carriers and content and service providers toward successful business models and practices for the present and future mobile internet.

This book serves as the beginning of the conversation of "The Six Immutable Laws Of Mobile Business", which is regularly being updated and expanded upon at the website: www.siximmutablelaws.com

