



# Strategic Mobile Design: Creating Engaging Experiences

*Joseph Cartman, Richard Ting*

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**Strategic Mobile Design: Creating Engaging Experiences** Joseph Cartman, Richard Ting

This book gives anyone interested in mobile campaigns, both client-side and production-side, the knowledge to approach a mobile project with a cohesive strategy. The book presents a holistic view of the mobile ecosystem design/technology/marketing/business/build, with enough information to get one started with a project of this nature.

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