

DR. HELBIG & PARTNER

INSIGHT

M-Commerce

An attractive business model
between wishful thinking and reality

- ▷ **Spotlight**
M-commerce as a future market
M-commerce is not mobile e-commerce
- ▷ **Strategy**
Mobile Mass Markets
For many branches, m-commerce is more important than e-commerce
- ▷ **Convenience for Consumers**
Profitable Business models
Which sectors are most likely to succeed?
- ▷ **Efficient Organisations**
Electronic Workflow goes mobile
Potential for Process Optimization within Companies
- ▷ **Practical Reports**
Learning from E-commerce
Profitability right from the Beginning
- ▷ **Interview**
Prof. Knut Föckler
CEO Wireless Vision AG