



The PayPal Official Insider Guide to Mobile Profits: Make Money Anytime, Anywhere

By Matthew T. Jones

Pearson Education (US), United States, 2011. Paperback. Book Condition: New. 226 x 175 mm. Language: English . Brand New Book. Mobile commerce opportunities are everywhere people go, 24/7. And PayPal is in the forefront of harnessing those opportunities, offering mobile businesses faster, easier, safer, and more positive customer checkout experiences. PayPal's mobile checkout tools support profitable websites and apps on all of today's smartphones, tablets, and other portable devices. This book shows how you can implement these tools to more effectively capture this vast new revenue stream. You'll learn how to partner with PayPal to: * Maximize payment opportunities in the open mobile marketplace* Apply mobile website and app building best practices* Integrate PayPal Mobile express checkout and payment software systems* Master mobile consumer shopping behavior, technology, and payment trends* Profit with custom, efficient PayPal Mobile payment options for your business This expert, easy-to-follow advice—straight from those who design and build PayPal Mobile—is your direct link to effective mobile payments and business success.



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