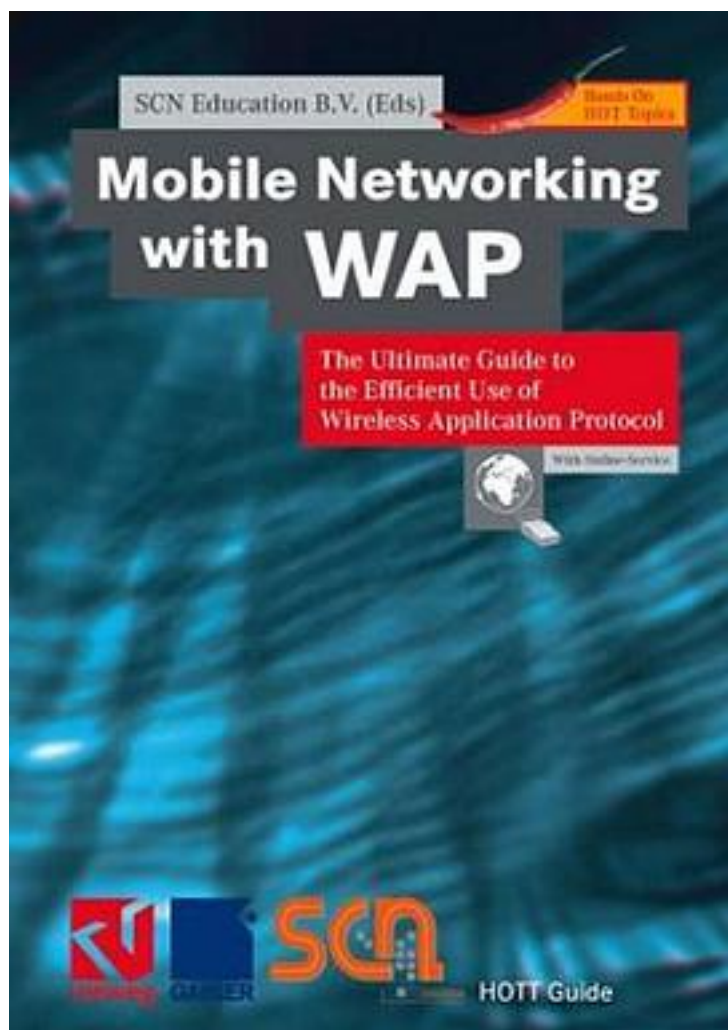


Mobile Networking with WAP



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The combination of Internet and GSM (Global System for Mobile communications,

cellular phones) enables individuals with wireless devices to interact easily with information and services over existing wireless networks. The Wireless Application Protocol (WAP) is the facilitator of this process. This HOTT (Hands On HOT Topics) Guide illuminates effective strategies and marketing opportunities with respect to this new and uncharted territory. The white papers and case studies published in this book help you to combine this technology with your business. Consultants, Sales, Marketing and Technical managers can now profit from the knowledge gathered in this unique WAP Special.

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