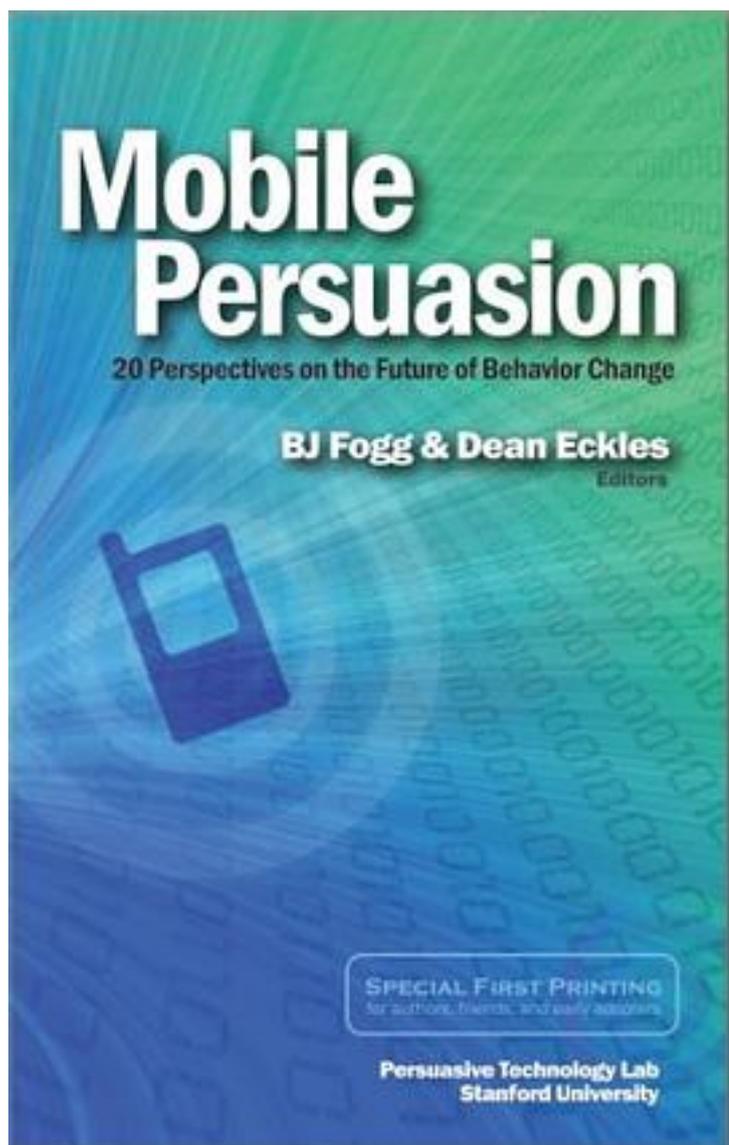


Mobile Persuasion



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The mobile phone will soon become the most powerful channel for persuasion. This book presents 20 perspectives on how mobile devices can be designed to motivate and influence people - and how this emerging trend will change the way you live, work, and play. Contributing Authors: Ian Bogost, Peter Boland, Sunny Consolvo, Martin Cooper, Erik Damen, Will Dzierson, Dean Eckles, BJ Fogg, Paul Hedtke, Peter Heywood, Rachel Hinman, Eric Holmen, Alex Kass, George LeBrun, Deb Levine, Jerry Michalski, Eric Paulos, Michael Sarfatti, Ian Smith, Mirjana Spasojevic, Sebastien Tanguay, Josh Ulm, Steffen P. Walz, Sean White.

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