



Mobile Messaging Market Trends, 2009-2012

Report Focus

This report presents the results of a detailed research program into preferences and plans for mobile messaging capabilities among mid-sized and large organizations in North America. It focuses on a variety of mobile messaging issues, examines how mobile devices are used and the applications for which they will be used in the future.

The goal of this research was to provide vendors, investors and others interested in the mobile messaging market with actionable information that they can use to develop marketing plans and to more accurately focus their efforts on understanding and penetrating the market for mobile messaging.

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