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Chuck Martin, The Third Screen: Marketing to Your Customers in a World Gone Mobile  
Android@Mobile World Congress:

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Oct 23, 2006 Call it the "third screen" behind the television and computer screens. A pair of enterprising University of Oklahoma graduates are attempting to capture

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After spending 10 years and \$100 million, Motorola launched the first cell phone in 1983. Known as a brick phone, it could support one hour of talk and eight hours in

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geofence (plural geofences) 2011, Chuck Martin, The Third Screen: Marketing to Your Customers in a World Gone Mobile, page 144:

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THE THIRD SCREEN: Marketing to Your Customers in a at SXSW Mobile Keynote Speaker Chuck Martin at SXSW Mobile Marketing Speaker Marketing in a World Gone

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Mobile at Retail Seen As Critical; Investment, Not So Chuck Martin is a frequent Mobile Keynote Speaker and Mobile Marketing Marketing in a World Gone Mobile

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