



Case Studies

- Date: January 16, 2014
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member – \$ 125 – Advance Registration Required for All



Register Now

It remains early days for mobile media in b-to-b yet already our marketplace is filled with groundbreaking examples of serving customers in new and valuable ways on smartphone and tablets. See the best of the best in business information and media from companies both big and small, from cutting edge, multi-media apps that are redesigning the concept of “magazine” to utility apps that offer customers critical on-demand data and information to SMS and texting services that are jump-starting the social experience on mobile.



Register Now

Speakers



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This webinar is part of the [Mobile Essentials Webinar Series: The Guide to Creating a Mobile Business](#)

Mobile Essentials is a new webinar series brought to you by the SIIA. It is dedicated to helping individuals understand the strategies and tactics of mobile first publishing specifically for publishers, media companies and information services providers. This series is produced by the SIIA's Business & Niche Information group – the Content, SIPA and ABM divisions - & the SIIA's Software Division. Below is a calendar of events within this series. The best part - its FREE to Members.

[Click here to see the calendar for the full series.](#)