



# Going Wireless

*Jaclyn Easton*

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*Going Wireless* delivers the unexpected by showing how wireless is transforming every type of enterprise from micro-businesses to multi-national conglomerates.

Award-winning technology journalist Jaclyn Easton begins with an in-depth look at owning your customers and clients through mobile commerce—whether your company focuses on consumers or business-to-business.

From there you will learn about the advantages of wirelessly fortifying your mobile workforce of itinerant executives, sales personnel, and field service technicians as well as how wireless is dramatically redefining customer service, marketing, and advertising.

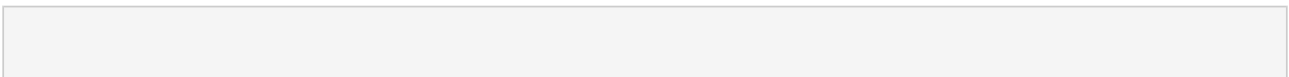
*Going Wireless* also delves deep inside the corporation. First you'll find out why most companies are "handsizing" in addition to deploying wireless technology to rejuvenate warehouses, supply chains, procurement procedures, data collection, competitive intelligence, and much more.

The best part is that these scenarios are supported by over 40 brand-name success stories, including:

- How Sears saves millions by wirelessly enabling 100 percent of their appliance repair technicians;
- How the Gap proved that by sewing wireless technology in their clothing they could reduce labor distribution costs by 50 percent;
- How McKessonHBOC—a Fortune 40 corporation—used mobile technology to entirely eliminate all their manifest imaging costs.

While most people associate wireless with cell phones and Palm handhelds, you'll also learn that wireless has been around for over 100 years and has spawned mobile options you've never heard of and is being used in ways you've never imagined.

This makes *Going Wireless* the perfect book for executives and managers who need a comprehensive overview of the wireless options that can make their companies more competitive, more productive, and more profitable.



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