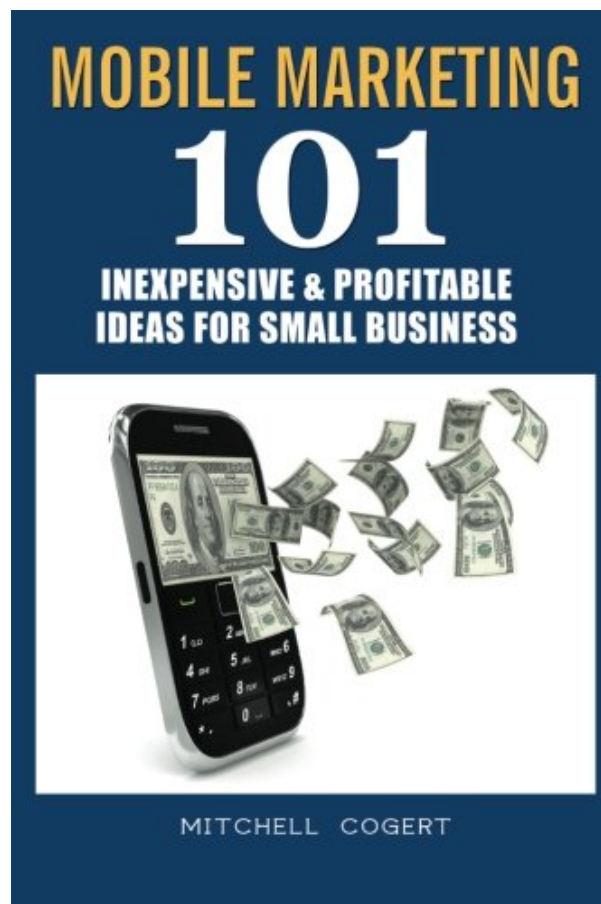


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Mitchell Cogert is a results-driven marketing expert who has helped national, regional, small and start-up companies build their business. He worked at Saatchi & Saatchi before starting his own ad agency in San Francisco. His business experience includes accounts from Procter & Gamble to Hewlett-Packard, and Hyatt Hotels to the San Francisco Giants. Recently, Mitchell has gained national recognition for his work in mobile and local marketing, as well as social media. He is currently the CEO of A Smart Friend LLC and [FirstMobileWebsite.com](http://FirstMobileWebsite.com).

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It also showed me that mobile marketing is so much more than just text messaging, even though a large portion of the book seems to talk of text messaging. As a basic introduction to mobile marketing I think this is a winner. The resource list in the back also has been very helpful to me. This book is a great purchase and a solid investment in your mobile marketing education.

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This book is an excellent resource for anyone who is interested in learning more about mobile marketing. The author gives a lot of really good examples of how businesses use it to get themselves found. If you are interested in keeping up with technology and knowing about what, I believe, is the wave of the future, then this book is definitely a must have. It is very well written.

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