



The Smartphone Wallet: Understanding the Disruption Ahead (Paperback)

By David W Schropfer

Createspace, United States, 2010. Paperback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.-- Do you use a mobile phone? -- Do you use credit cards or debit cards? If so, you need to know that a revolution has started that will impact you sooner than you think, and this book will tell you - the consumer - what you need to know now. The reality is that a torrent of advertising and promotional marketing is heading your way to try to convince you to use new services on your SmartPhone at retail stores. Perhaps you have already seen some, or signed up for some. These new services may seem novel, but this revolution is far more significant than that. At stake is the future of the credit card system that moves over \$11 Trillion per year from consumers to retailers. Some of the largest companies in the world think this system should change, starting now. Other, equally large companies think everything should stay the same. These two sides are already lining up on a battlefield, with you standing in the middle. And, if you are not careful, the first casualty...



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