



Mobilizing Facebook

A Case Study of Mobilizing Social Networks

February 2010

Overview

Social networking has become an important social communications application. Mobile Social Networking provides faster and easier communication facilities to social networks users. In addition, it opens door for developing new business models and opportunities that depend on the power of interconnections between users. In addition, mobile social networking offers creative tools and immediacy, presence, location, and context when interacting with the real world.

This report provides an overview and analysis for the process of mobilizing arguably the most popular social network: Facebook. This report will investigate the power added to Facebook when it's transferred to mobile world. This publication reviews features and services offered by way of mobilizing Facebook. Finally, the report evaluates the future of Facebook Mobile services.

Key Benefits

- Overview of Facebook Mobile
- Consideration for Facebook and Mobile Operators cooperation
- Review of Mobile Phones supporting Facebook Mobile
- Evaluation of Facebook Development Tools
- Discussion of Facebook Mobile Business Models

Select Questions Answered

- What is Facebook Mobile and how can it be utilized?
- What are major features/functionality of Facebook Mobile?
- What are the tools used to develop Facebook applications
- What are the business models of Facebook Mobile?
- What is the Future of Facebook Mobile and services?

Target Audience

- Social Networking Experts
- Web Developers
- Business Development Managers
- Mobile Phone Manufacturers.
- Mobile Web Developers



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