



# Mobile Gaming: Spielerisches Marketing per Handy im Aufwärtstrend? (German Edition)

*E. Krug*

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Obwohl Mobile Gaming sich zu einem wichtigen Bestandteil im Dialogmarketing-Mix entwickelt hat, wird dieses Marketing-Tool noch relativ selten eingesetzt. (1) , (2) Von Seiten der Verbraucher ist die Akzeptanz von kostenlosen Werbespielen vergleichsweise hoch. (1) , (2) Für die Zukunft sieht man in den Unternehmen, Handyspiele durchaus als unterstützende Bestandteile von Marketingkampagnen. (3)

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