Acknowledgment

This book has been prepared in close cooperation with academicians and practitioners who are experts in the area of mobile and ubiquitous commerce from 15 universities and 4 companies spanning 14 counties. The editors would like to thanks all the chapter authors, including Jan Kietzmann, Dietmar G Wiedemann, Wolfgang Palka, Key Pousttchi, Adrian Lawrence, Jane Williams, Mikko Pynnönen, Jukka Hallikas, Petri Savolainen, Karri Mikkonen, Adam Vrechopoulos, Michail Batikas, Katarzyna Wac, Richard Bults, Bert-Jan can Beijnum, Hong Chen, Dimitri Konstantas, Gianluigi Me, Daniele Pirro, Roberto Sarrecchia, Antonio Ruiz-Martínez, Daniel Sánchez-Martínez, María Martínez-Montesinos, Antonio F. Gómez-Skarmeta, Soe-Tsyr Yuan, Fang-Yu Chen, Dianne Cyr, Alex Ivanov, Douglass J. Scott, Constantinos K. Coursaris, Yuuki Kato, Shogo Kato, Adrian Broz-Lofiego, Daniel Marchuet, Carla Ruiz-Mafé, Silvia Sanz-Blas and Mahil Carr for their tireless effort in preparing the manuscripts.

We would like to express our gratitude to the many reviewers for their assistance in reviewing the chapters to assure the quality of this book. Special thanks to IGI Global who published the book for its clear guidelines, help and support throughout the process. In particular, we would like to thank Rebecca Beistline for her professional assistance and encouragement.

Finally to all readers around the world, we thank you for using this book and hope you find it informative and valuable.

Milena Head  
McMaster University, Canada

Eldon Y. Li  
National Chengchi University, Taiwan