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Mobinomics (Paperback)

By Alan Knott-Craig

Bookstorm, South Africa, 2012. Paperback. Condition: New. Language: English . Brand New Book. In these crisscrossing threads are woven the fabric of a community, a society, an economy, a nation. And beyond that, the world itself. But the technology isn't the dream. The dream is what you can do with it. Three revolutions changed the face of South Africa, the economic powerhouse of the African continent, in 1994. The first was democracy, as millions of newly-enfranchised citizens went to the polls to elect a new government. The second was the internet, bringing information, learning and entertainment into millions of homes. But the real signal of change in the air was the arrival of an electronic device that would put undreamed-of power into the hands of the people. The cellular phone. In a country where less than four per cent of the population had access to a landline phone, mobile telephony opened the gateway to new ways and new worlds of communication. Today, more than 90 per cent of South Africans own at least one mobile phone, and they're not just using them to talk to each other. Mobiles have become tools of education, entrepreneurship, trade, empowerment, activism, media...



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