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still working out the kinks.

**John Arnold** • Oct. 26, 2011



Two years ago, there was no such thing as an **iPad**. Five years ago, nobody had a smartphone. Before 2007, the year of the **iPhone**, mobile marketing was mostly about text-messaging and selling ringtones. The bottom line is that everyone is new

at this thing called mobile marketing. So, it should be no surprise that marketers are

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