



# The Third Screen: Marketing to Your Customers in a World Gone Mobile

Chuck Martin

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### The Third Screen: Marketing to Your Customers in a World **Gone Mobile**

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The Third Screen: Marketing to Your Customers in a World Gone Mobile Chuck Martin

Chuck Martin takes readers on a journey from the creation of the first screen to the revolutionary third. Martin describes the cultural and social changes incurred by the first screen (the television) and the second screen (the personal computer), opening up his discussion of how the third screen—the mobile device—is redefining the role of the consumer.



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