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# **THE MOBILE WAVE**

## **How Mobile Intelligence Will Change Everything**

**MICHAEL SAYLOR**

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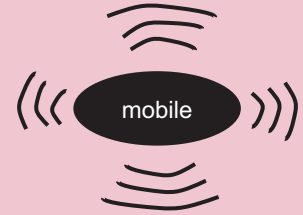
The Web site for this book is at [www.microstrategy.com/the-mobile-wave](http://www.microstrategy.com/the-mobile-wave)

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**MAIN IDEA**

For all its much vaunted disruptiveness, the Internet Wave really has impacted only about 5 percent of the overall economy – mainly people aged 20 to 45 who worked on computers. By contrast, if you look at the Mobile Wave which is now taking shape, it’s reasonable to predict that within 10 years there will be 5 billion smart phones and 5 billion tablet computers hooked up. Once that happens, the Mobile Wave will touch everybody from ages 6 or 7 years old up to at least age 75 or 80. What’s more, everyone will be hooked up 24 hours a day. Under that scenario, it’s reasonable to project around 50 percent of the world’s economy will be remade over the next ten years – making the Mobile Wave by far the biggest transition the world has ever experienced in the history of technology.

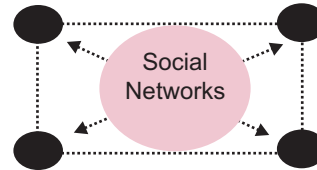
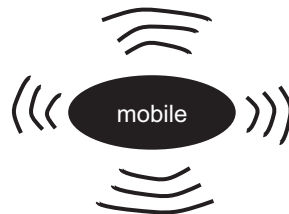
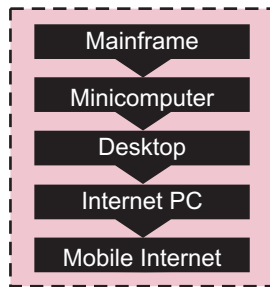


*“Developing nations are leap-frogging into the twenty-first century with the help of smartphones and tablets and cell towers. I firmly believe this will be a game-changer for the global economy: the ability to deliver a First World education— as well as critical, time-sensitive information— to nearly everyone for a thousand times less capital. I personally believe that the combined forces of mobile and social software networks will transform 50 percent of the world’s GDP in the coming decade. They are reaching a crescendo level that will remake businesses, industries, and entire economies.”*

– Michael Saylor

**1. The two forces which combine to fuel the Mobile Wave . . . . . Pages 2 - 3**

The Mobile Wave is gathering strength because it lies at the intersection of two different but interconnected underlying trends. Computers are in their fifth generation of development and are going mobile at the same time as social networks are reaching critical mass. Both these forces are growing strongly and combine to increase the power and reach of the Mobile Wave. And both are just about to enter exceptionally strong growth phases in the future.



**2. The eight disruptions which the Mobile Wave will generate . . . . . Pages 3 - 8**

<p>1 Paper will be eliminated as everything goes electronic</p> <p>2 Entertainment will move to on-demand mobile screens</p> <p>3 Your wallet will become software on your phone</p> <p>4 It will be a showroom world where you purchase instantly</p>		<p>Social networks will become hyperfluid and rewarding 5</p> <p>There will be worldwide availability of medical care 6</p> <p>Professional-level educations will be available to all people 7</p> <p>The emerging world will leap-frog developed countries 8</p>
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