

# Contents

Foreword	xi
Preface	xv
Acknowledgments	xxiii
About the Author	xxvii
<b>Introduction</b>	<b>1</b>
<b>Chapter 1 The World's Biggest Mobile Economy</b>	<b>5</b>
<b>Chapter 2 Users, Partners, Investors and Competitors: Global Stakeholders</b>	<b>37</b>
<b>Chapter 3 Xiaomi: The Most Valuable Start-up in China</b>	<b>67</b>
<b>Chapter 4 The Omni-Channel Age of e-Retailing</b>	<b>97</b>
<b>Chapter 5 Mobile e-Commerce and Online-to-Offline (O2O)</b>	<b>127</b>
<b>Chapter 6 Mobile Entertainment</b>	<b>159</b>
<b>Chapter 7 "Internet+" Movies</b>	<b>189</b>
<b>Chapter 8 Internet Finance</b>	<b>221</b>
<b>Chapter 9 Going Overseas: A Bumpy Road</b>	<b>253</b>
<b>Chapter 10 Launched in China</b>	<b>279</b>
<b>Bibliography</b>	<b>313</b>
<b>Index</b>	<b>331</b>