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Gerard Goggin has produced an incisive and penetrating overview of the world according to mobiles. Covering sight, sound and status, plus a host of other issues, he provides a provocative analysis of how mobile communication gadgets come to play such a prominent role in our lives. Any scholar of New Media will want to read this book - James Katz, Department of Communication, Rutgers University, USA

With billions of users worldwide, the cell phone is not only a successful communications technology; it is also key to the future of media. Global Mobile Media offers an overview of the complex topic of mobile media, looking at the emerging industry structures, new media economies, mobile media cultures and network politics of cell phones as they move centre-stage in media industries.

The development, adoption and significance of cell phones for society and culture have been registered in a growing body of work. Where existing books have focused on communication, and on the social and cultural aspects of mobile media, Global Mobile Media looks at the media dimensions. Goggin provides a pioneering yet measured evaluation of how cell phone corporations, media interests, users and policy makers are together shaping a new media dispensation.

Global Mobile Media successfully places new mobile media historically, socially and culturally in a wider field of portable media technologies through extensive case studies, including:

the rise of smartphones, with a detailed discussion of the Apple iPhone and how it has catalysed a new phase in convergent media, audiences and innovation

the new agenda in cultural politics and media policy, featuring topics such as iPhone apps and control, mobile commons, and open mobile networks

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a succinct map of the political economy of mobile media, identifying key players, patterns of ownership and control, institutions, and issues

a critical account of cell phones' involvement in and contribution to much-discussed new forms of production and consumption, such as user-generated content, p2p networks, open and free source software networks

an anatomy of how cell phones relate to other online media, particularly the Internet and wireless technologies.

Global Mobile Media is an engaging, accessible text which will be of immense interest to upper-level undergraduates, postgraduates and researchers in Communication Studies, Cultural Studies and Media Studies, as well as those taking New Media courses.