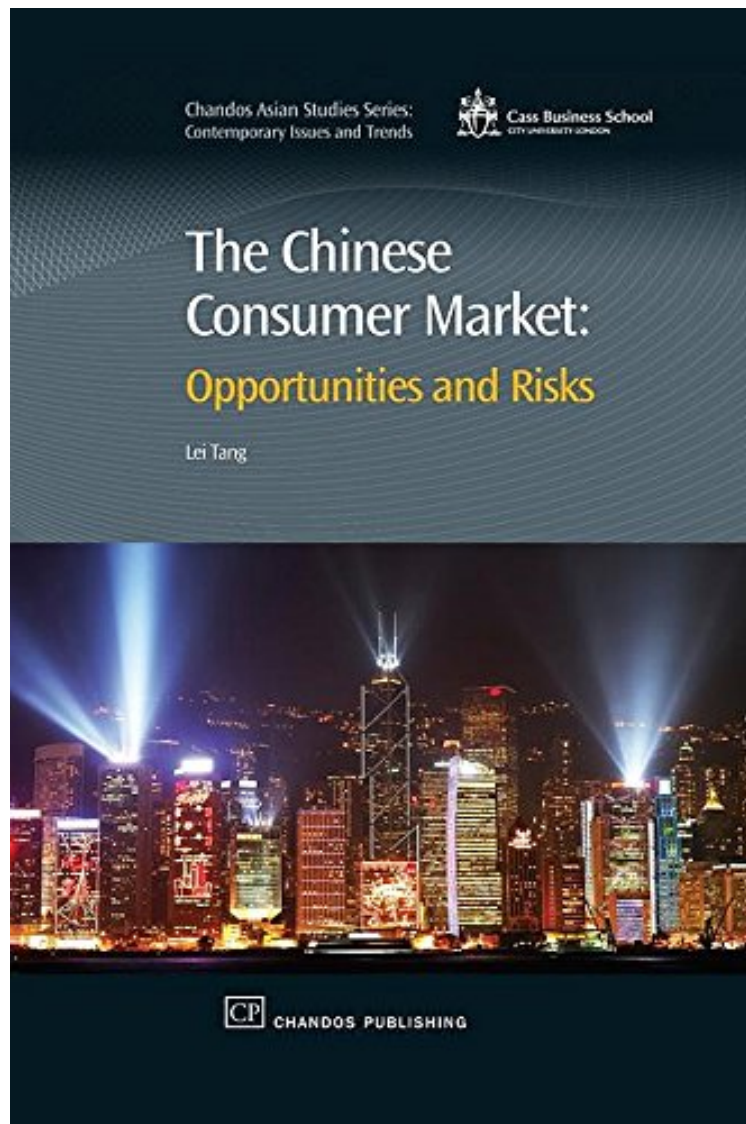


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About the Author Lei Tang is a researcher at the MINT lab of INT (Institut National des Telecommunications) in France; she is also a visiting professor at Beijing University of Posts and Telecommunications. Originally from mainland China, she has 10 years of professional experience in China in business development in a high technology environment. After seven years of studies in France, she holds a postgraduate degree in marketing, a Master in telecomms management, and three years of professional experience in multinational groups Her fields of research are primarily focused on mobile business from an international comparative perspective - consumer behaviour from its technological, intercultural, anthropological, and sociological aspect - that is mostly business-based.