

Google picks Mobile as model for mobile business

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(AP) -- Google Inc. is heading far away from its California headquarters for a new campaign to help businesses build websites that work well on mobile devices: The Alabama city of Mobile. That's pronounced moh-BEEL.

The Mobilizing Mobile campaign will host a series of events and workshops Nov. 14-16 to help businesses develop their websites for smartphones and tablets and put them online the same day.

Google spokeswoman Sandra Heikkinen says some executives at the Mountain View, Calif., headquarters are still practicing the pronunciation of the Alabama city, but they love the alliteration.

[Google](#) executives say the name attracted to them to the city, but they also found a city with a diverse range of businesses, a tech-savvy population with heavy broadband use and lots of potential for development with [mobile devices](#).

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