

Cultural Marketing and Metaverse for Consumer Engagement

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Amandeep Singh (Chitkara Business School, Chitkara University, India), Sandhir Sharma (Chitkara Business School, Chitkara University, Punjab, India), Amrinder Singh (Jain University, Bangalore, India), Murat Unanoglu (Istanbul Aydin University, Turkey) and Sanjay Taneja (Usak University, Usak, Turkey)

Description:

Due to the ubiquity of social media and digital information, the use of digital images in today's digitized marketplace is continuously rising throughout enterprises. Organizations that want to offer their content through the internet confront plenty of security concerns, including copyright violation. Advanced solutions for the security and privacy of digital data are continually being developed, yet there is a lack of current research in this area.

Cultural Marketing and Metaverse for Consumer Engagement features a collection of innovative research on the approaches and applications of current techniques for the privacy and security of multimedia and their secure transportation. It provides relevant theoretical frameworks and the latest empirical research findings in the area of multimedia forensics and content integrity. Covering topics such as 3D data security, copyright protection, and watermarking, this major reference work is a comprehensive resource for security analysts, programmers, technology developers, IT professionals, students and educators of higher education, librarians, researchers, and academicians.



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Color Image Denoising

Copyright Protection

Digital Images

Forensic Investigations

Open-Source Tools

Pharmaceutical Supply Chains

Smart Tracking and Tracing

Steganography

Watermarking

Subject: Media and Communications

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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