

Avatar-Based Models, Tools, and Innovation in the Digital Economy

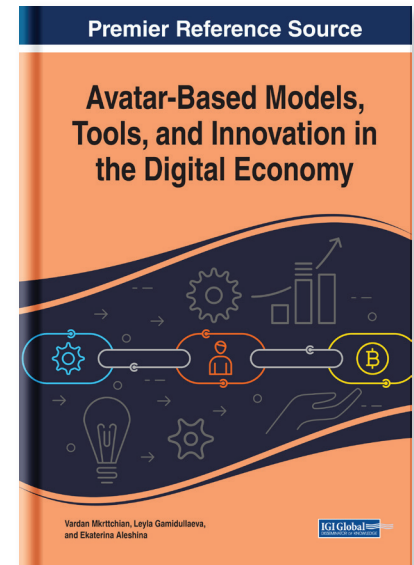
Part of the Advances in Finance, Accounting, and Economics Book Series

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Description:

Fierce competition in today's global market offers a powerful motivation for developing even more sophisticated and multi-functional technology tools. Implementing these specific techniques and strategies benefits global economics and contributes to the harmonization of economic interests at the micro- and macro-levels.

Avatar-Based Models, Tools, and Innovation in the Digital Economy is an essential reference source that provides a critical analysis of avatar-based models, tools, and neuro natural platforms and features developments in terms of the application of these theories and methodologies to the communication and socio-economic sphere. Featuring research on topics such as digital communications, economic development, and consumer management, this book is ideally designed for students, researchers, industry professionals, and academicians seeking coverage on combining the use of intelligence artificial and natural approaches to a variety of communication technologies.



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Topics Covered:

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