

Smart Marketing With the Internet of Things

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The internet of things (IoT) enhances customer experience, increases the amount of data gained through connected devices, and widens the scope of analytics. This provides a range of exciting marketing possibilities such as selling existing products and services more effectively, delivering truly personalized customer experiences, and potentially creating new products and services.

Smart Marketing With the Internet of Things is an essential reference source that discusses the use of the internet of things in marketing, as well as its importance in enhancing the customer experience. Featuring research on topics such as augmented reality, sensor networks, and wearable technology, this book is ideally designed for business professionals, marketing managers, marketing strategists, academicians, researchers, and graduate-level students seeking coverage on the use of IoT in enhancing customer marketing outcomes.



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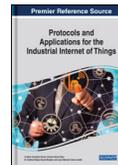
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