

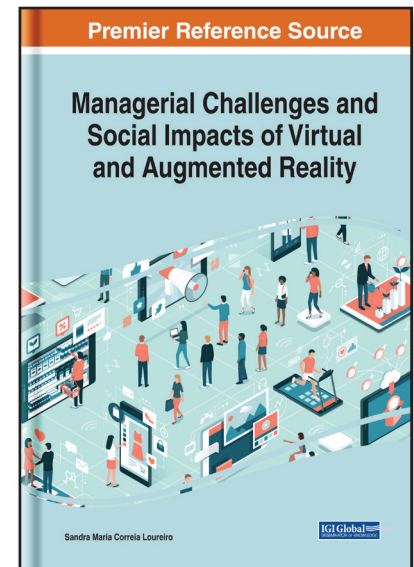
Managerial Challenges and Social Impacts of Virtual and Augmented Reality

Part of the Advances in Computational Intelligence and Robotics Book Series

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Description:

The increase in smartphone usage and new technologies embedded in smart devices have led to innovative developments and applications throughout a variety of industries. However, new techniques such as spatial augmented reality are becoming more affordable for business, allowing consumers to experience and interact with the world as they never have before. AR and VR have vast implications for management and can allow companies to increase their sustainability and reduce their CO2 footprint.



Managerial Challenges and Social Impacts of Virtual and Augmented Reality is a pivotal reference source that provides vital research on the applications of VR, AR, and related technologies from the perspectives of managers and marketers in the industry and discusses the social impact of these technologies. While highlighting topics such as consumer analysis, privacy ethics, and relationship marketing, this book is ideally designed for managers, marketers, technology developers, managing directors, business professionals, academicians, students, and researchers seeking current studies on the evolution of interactive technology.

ISBN: 9781799828747

Pages: 318

Copyright: 2020

Release Date: January, 2020

Hardcover: \$195.00

Softcover: \$150.00

E-Book: \$195.00

Hardcover + E-Book: \$235.00

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Privacy Ethics

Relationship Marketing

Tourism Management

Value Creation

Subject: Computer Science and Information Technology

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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