



# Advanced Technologies Management for Retailing: Frameworks and Cases

*Eleonora Pantano*

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The application of advanced technologies to point of sale systems is a promising and relatively unexplored field of study, in particular when considering the introduction of digital content and technologies allowing consumers to interact with products in new ways. Many e-retailers already exploit the opportunities offered by interactive technologies, such as 3D virtual models, in order to enhance consumers shopping experience. Their use in stores, however, is still limited. The development and use of new shopping assistants for supporting and influencing consumers during their shopping experience plays a key role for both retailers and researchers.

**Advanced Technologies Management for Retailing: Frameworks and Cases** contributes to our understanding of applications of new technologies and their impact on the design and development of point of sale systems and on consumers' behavior. This volume covers a large range of topics that contribute to understanding consumers' behavior in new computer-aided retailing environments, and how this influences buying behavior while providing useful knowledge on the management of these new technologies and on the management of the digital contents as a reliable teaching resource for teachers and researchers.

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