Successful Technological Integration for Competitive Advantage in Retail Settings (Advances in E-Business Research)

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The advent of new technologies has been an impetus for rapid development in several industries, including the area of retail services. These recent advances push industry leaders to infuse new innovations into their various systems and processes.

Successful Technological Integration for Competitive Advantage in Retail Settings examines the various effects of changing markets and subsequently how these changes cause retailers to meet consumer demand by integrating more sophisticated, advanced innovations in their daily practices. Focusing on corporate strategies, innovation management, and relevant case studies, this book is a pivotal reference source for researchers, practitioners, and developers interested in recent innovation trends within the retailing industry.

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