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Giuseppe Ugazio, Milos Maricic

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Digital Transformation for Fashion and Luxury

Brands Wilson Ozuem,Silvia Ranfagni,Michelle Willis,2024-04-16 This book re evaluates the diffusion and positioning of fashion and luxury brands following the impact and disruption of digital transformations particularly on existing omni channel models and touchpoints and consumer behaviours By exploring the importance of digital transformation and discussing the benefits and challenges it has created for the fashion industry this book provides insights into the role of various digital technologies systems and strategies in generating and maintaining brand value and equity customer engagement and experiences and connecting the marketplace and marketspace Chapters 2 and 16 are available open access under a Creative Commons Attribution 4.0 International License via Springer Link

[Recent Trends in Intelligence Enabled Research](#) Siddhartha Bhattacharyya,Gautam Das,Sourav De,Leo Mrsic,2024-05-15 This book gathers extended versions of papers presented at DoSIER 2023 Fifth Doctoral Symposium on Intelligence Enabled Research held at Cooch Behar Government Engineering College West Bengal India during December 20 21 2023 The papers address the rapidly expanding research area of computational intelligence which no longer limited to specific computational fields has since made inroads in signal processing smart manufacturing predictive control robot navigation smart cities and sensor design to name but a few Presenting chapters written by experts active in these areas the book offers a valuable reference guide for researchers and industrial practitioners alike and inspires future studies

[Strategies and Opportunities for Technology in the Metaverse World](#) Lai, P.C.,2023-01-06 The rise of metaverse technologies has had a critical impact on the modern world Due to the recent popularity of this technology it is important to understand the strategies opportunities and challenges contained

in the metaverse world in order to appropriately utilize it across fields Strategies and Opportunities for Technology in the Metaverse World explores the opportunities and challenges facing the metaverse and considers the strategies and opportunities of metaverse technologies in various industries and countries Covering a range of topics such as blockchain artificial intelligence virtual reality and machine learning this reference work is ideal for computer scientists researchers scholars policymakers academicians practitioners educators and students **The Metaverse** David Burden,Maggi Savin-Baden,2024-09-24 The Metaverse A Critical Introduction provides a clear concise and well grounded introduction to the concept of the Metaverse its history the technology the opportunities the challenges and how it is having an impact on almost every facet of society The book serves as a stand alone introduction to the Metaverse and as an introduction to the range of topics that will be covered by the specialist volumes in The Metaverse Series Key Features a concise history of the Metaverse idea and related implementations to date an examination of what the Metaverse actually is an introduction to the fundamental technologies used in the Metaverse an overview of how the different uses and aspects of the Metaverse are having an impact on our lives across multiple disciplines and social contexts a consideration of the opportunities and challenges of the evolving Metaverse and a sense of how the Metaverse may mature over the coming decades This book is a primer and Metaverse reader drawing on academic research and practical and commercial experiences and taking inspiration from the science fiction origins and treatments of the Metaverse The book explores the use of the increasing number of virtual worlds and proto Metaverses which have existed since the late 1990s and includes a critical consideration of recent developments in cryptoworlds and mixed reality The aim is to provide professional and lay readers researchers academics and students with an indispensable guide to what counts as a metaverse the opportunities and challenges and how the future of the coming Metaverse can best be guided **Luxury Marketing and Brand Strategy** Květa Olšanová,Gina Cook,Marija Zlatić,2025-09-02 This text provides a comprehensive and strategic overview of luxury marketing and brand management guiding brands to balance tradition with innovation as they navigate modern challenges and seize opportunities in a rapidly evolving global market The book explores the core aspects of luxury branding including the defining traits of luxury brands the dominance of major luxury groups and the resilience of independent brands with storied histories It explores the delicate balance required to maintain a brand's luxury status amidst evolving consumer expectations technological advancements and sustainability concerns Students will gain insight into innovative marketing strategies from the use of NFTs and blockchain to the integration of AI and the metaverse in enhancing customer experiences Offering a clear and engaging pathway through the complexities of luxury brand management the authors draw on their extensive academic and professional experience presenting a rich blend of theoretical insights and real world global and cross industry case studies from prestigious brands like Cartier Van Cleef Arpels Chanel Ferrari Orient Express and many others This textbook is designed to be the cornerstone for advanced undergraduate and postgraduate courses in luxury marketing and

luxury brand management With a focus on the latest trends and future directions in luxury marketing Luxury Marketing and Brand Strategy is not only an academic resource but also a practical guide for navigating and succeeding in the dynamic luxury market Online resources include PowerPoint lecture slides for each chapter sample answers for discussion questions and a test bank Please visit www.routledge.com/9781032973951 *The Metaverse* Matthew Ball, 2024-07-23 From the leading theorist of the Metaverse comes the eagerly anticipated revised and updated account of the next internet what the Metaverse is what it will take to build it and what it means for all of us A Hudson Booksellers Amazon Guardian Financial Times Economist and ByteDance Toutiao Best Book of the Year In this substantially revised and updated edition of his internationally best selling book pioneering theorist and entrepreneur Matthew Ball goes beyond the hype cycle to present a definitive account of the future of the internet The Metaverse according to Ball's industry shaping definition is a persistent and interconnected network of 3D virtual worlds that will eventually serve as the gateway to most online experiences and underpin much of the physical world As Ball recounts the Metaverse is a thirty year old term and the core ideas and technologies behind it have been in development for nearly a century Only recently however did this fantastical concept begin to leap from the pages of science fiction and depths of national research labs to the forefront of consumer technology industrial engineering healthcare education dating and more From the history of video games and virtual reality to proto metaverses such as Second Life Fortnite and Roblox to Generative AI and the groundbreaking films and television series of the Walt Disney Company Ball points out that the Metaverse is already emerging around us and doesn't require a headset Still there are many breakthroughs required to fully realize the Metaverse and he describes each in approachable but expert detail Ball also lays out how governmental policy the philosophy of Big Tech leaders artificial general intelligence economics and human rights will shape the development of the Metaverse Famous for his ability to bring clarity to complex and misunderstood topics Ball demonstrates that the race to build the Metaverse also known as the spatial or immersive internet is only accelerating The Metaverse will endure as an indispensable guide for enthusiasts tech aficionados and anyone curious about the profound transformations underway in our increasingly interconnected world

The Routledge Handbook of Artificial Intelligence and Philanthropy Giuseppe Ugazio, Milos Maricic, 2024-11-07 The Routledge Handbook of Artificial Intelligence and Philanthropy acts as a catalyst for the dialogue between two ecosystems with much to gain from collaboration artificial intelligence AI and philanthropy Bringing together leading academics AI specialists and philanthropy professionals it offers a robust academic foundation for studying both how AI can be used and implemented within philanthropy and how philanthropy can guide the future development of AI in a responsible way The contributors to this Handbook explore various facets of the AI philanthropy dynamic critically assess hurdles to increased AI adoption and integration in philanthropy map the application of AI within the philanthropic sector evaluate how philanthropy can and should promote an AI that is ethical inclusive and responsible and identify the landscape of risk strategies for their

limitations and or potential mitigation These theoretical perspectives are complemented by several case studies that offer a pragmatic perspective on diverse successful and effective AI philanthropy synergies As a result this Handbook stands as a valuable academic reference capable of enriching the interactions of AI and philanthropy uniting the perspectives of scholars and practitioners thus building bridges between research and implementation and setting the foundations for future research endeavors on this topic The Open Access version of this book available at <http://www.taylorfrancis.com> has been made available under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4 0 license [Regulating the Metaverse](#) Ignas Kalpokas,Julija Kalpokienė,2023-01-26 The metaverse seems to be on everybody's lips and yet very few people can actually explain what it means or why it is important This book aims to fill the gap from an interdisciplinary perspective informed by law and media and communications studies Going beyond the optimism emanating from technology companies and venture capitalists the authors critically evaluate the antecedents and the building blocks of the metaverse the design and regulatory challenges that need to be solved and commercial opportunities that are yet to be fully realised While the metaverse is poised to open new possibilities and perspectives it will also be a dangerous place one ripe with threats ranging from disinformation to intellectual property theft to sexual harassment Hence the book offers a useful guide to the legal and political governance issues ahead while also contextualising them within the broader domain of governance and regulation of digital technologies

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