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	Nota di contenuto	1. Introduction -- 2. Technological Background -- 3. Retail As an Innovative Sector -- 4. A Smart Retailing Model -- 5. Luxury Retailing As a Smart (Sub)Sector -- 6. Towards a Smart Store -- 7. Towards the Future -- 8. The Case of Tommy Hilfiger -- 9. Conclusion.
	Sommario/riassunto	"Contemporary, insightful and theory-based: Pantano and Dennis' book is a must-read for academics, practitioners, students, and everyone who wants to know more about the current and future role of smart technology in retail operations." Christoph Teller, Professor and Head of the Department of Marketing and Retail Management, University of Surrey, UK "Smart Retailing offers an eloquent and inspiring vision of retail management in the future. I strongly recommend this book to anyone with a professional or academic interest in the transitions of the retail industry." Harry Timmermans, Editor-in-Chief of the Journal of Retailing and Consumer Services and Chair of Urban Planning, Eindhoven University of Technology, The Netherlands By providing a

comprehensive theoretical framework, this book aims to map the most relevant technologies that have the potential to reshape the retail industry. The authors demonstrate how technology is pushing innovation, and examine how smart technologies can be fruitfully applied both in-store and through digital channels. The aim of the book is to synthesise theory and practice, and provide a richer understanding of new digital opportunities offered by the 'smart' experience. An accessible resource for researchers who want to understand this phenomenon as part of their expertise in digital marketing and e-commerce, Smart Retailing also provides insights for practitioners who are experiencing the dramatic effects of new technologies on their retail strategies.