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Nota di contenuto	Intro -- Preface -- Volume Overview -- Acknowledgements -- Contents -- Editors and Contributors -- About the Editors -- Contributors -- List of Figures -- List of Tables -- Part I Conceptual/Overview -- 1 Limited Edition Products: A Literature Review and Future Research Agenda -- Introduction -- Methodology -- General Overview -- The TCCM Framework -- Theory -- Commodity Theory -- Uniqueness Theory -- Reactance Theory -- Signaling Theory -- Game Theory -- Context -- Industries -- Countries -- Characteristics -- Methods -- Future Research Agenda -- Theoretical Implications -- Managerial Implications -- References -- 2 Dealing with AI-Is It a Pleasure or Pain? -- Literature Review -- Digital Native and Digital Immigrants -- AI and Its Capabilities -- Process Automation -- Decision Support -- Cognitive Engagement -- AI in Healthcare -- Opacity/Transparency -- Summary and Research Motivation -- Research Questions -- Methodology -- Interview Guide -- Discussion -- AI Capabilities -- Resistance to AI -- Implications of the Study --

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Sommario/riassunto

This book provides a comprehensive overview of the role of immersive technology with multiple sectoral perspectives, such as entertainment, education, health care, and more. It covers a detailed analysis of the latest trends and developments in the field. It encompasses practical insights on using immersive technology effectively through industry expert chapters, case studies, and real-world examples that demonstrate how immersive technology is being used in different industries. Chapters in this book are from academicians and industry professionals to create a fine balance of knowledge and practice perspective of today's immersive technology. It is written in accessible language that is easy for non-experts to understand. It focuses on the future of immersive technology, exploring its potential impact on society and the economy. It provides insights into the challenges and opportunities that lie ahead and offers predictions on how immersive technology will continue to evolve in the years to come. It is a valuable resource for anyone learning more about immersive. technology
