

1. Record Nr.	UNINA9910903798603321
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Titolo	Marketing and Sales in the Metaverse : Understanding and Profiting from the Metaverse: an Introduction for Businesses
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden GmbH, , 2024 ©2024
ISBN	3-658-45970-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (84 pages)
Altri autori (Persone)	KomorRalf H
Soggetti	Metaverse Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Foreword Sebastian Klöß, Bitkom -- Geleitwort Björn Radde, T-Systems -- Preface -- Contents -- About the Authors -- 1 Introduction -- References -- 2 Basics -- 2.1 Technology -- 2.2 Immersion -- 2.3 Timeline -- 2.4 Definition -- 2.5 Web 3.0 -- 2.6 Areas of Application and Uses -- References -- 3 Why We Are Not Yet in the Metaverse -- References -- 4 Why It's Still Worthwhile to Engage with the Metaverse Today -- References -- 5 Impact of the Metaverse on Sales and Marketing -- 5.1 Change in Consumer Behavior -- 5.2 MetaSales: New Sales Channels and Marketing Opportunities -- 5.2.1 A Thriving Service Business -- 5.2.2 Training and Education in the Virtual Space -- 5.2.3 Personalized Product Configuration -- 5.2.4 Generative Spaces -- 5.2.5 Spatial Computing -- 5.2.6 Meta Humans/Social Avatars -- 5.2.7 Virtual Influencer -- 5.2.8 Brand Perception
Sommario/riassunto	This book explores the transformative potential of the Metaverse in marketing and sales. Authors Andreas Kohne and Ralf H. Komor delve into how businesses can understand and profit from this emerging digital realm. The Metaverse, characterized by its integration of augmented and virtual reality, presents new opportunities for both B2B and B2C interactions. The book highlights the Metaverse's role in reshaping customer engagement, brand experiences, and virtual

collaboration, emphasizing its future impact on various industries. Intended for business professionals and marketers, the book provides insights into leveraging the Metaverse's capabilities for innovative marketing strategies.
