

Internet of Things (IoT): From Everyday Items to Conduits of Digital Commerce

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Abstracts

Digital commerce is no longer restricted to computers, tablets and mobile phones. There are now a plethora of things, including connected cars, consumer appliances, smart clothing, smartwatches, other fashion accessories and sensors, all with the potential to disrupt commerce. These connected things could become an important tool for brand strategists, brand marketers and merchants looking to bridge the physical and online worlds of commerce.

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Contents

Introduction

Emergence of a Digitally Connected Consumer

Emergence of a digitally connected consumer

IoT-Inspired Commerce Initiatives

IoT-inspired commerce initiatives

Markets Most Primed for Connected Commerce

Appendix

appendix

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