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RETAIL & BUSINESS | OCTOBER 8, 2021 | 7 MIN READ

How Innovation is Driving the Retailtainment Industry

Through 'retailtainment', retailers are trying to engage with the customer by satisfying their all sensory elements and encouraging them to build a relationship in the world ruled by 'social media'.

Dr Veenu Sharma

Assistant Professor – Retail and Marketing, Birla Institute Of Management Technology



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