

Retail Tech Executive Adriana Rivas Launches Amazon #1 Hot New Release Book

"How to Implement Self-Service Without Failing" offers retailers in the U.S. and LATAM a clear roadmap to success.

MIAMI , FL, UNITED STATES, August 19, 2025 /EINPresswire.com/ -- Adriana Rivas, a prominent voice in retail technology across LATAM and the U.S., COO & Chief [Biwitech](#) Development Officer at BIGWISE Corp., and founder of the retail hardware brand Biwitech, has officially launched her first book, *How to Implement Self-Service Without Failing: A Practical Guide for Retailers and Decision-Makers*. The guide offers a clear, actionable roadmap for retail leaders across LATAM and the U.S., navigating the evolving world of self-service technology.



"Most self-service projects fail not because of the technology, but due to poor strategy and a failure to manage the human element," said Rivas. "I wrote this book to demystify the process and help businesses avoid costly mistakes, turning a tech investment into a business victory." Drawing from more than a decade of experience leading deployments across the Americas, the

book breaks down every stage of implementation and guides you through:

- Self-assessment frameworks and editable checklists
- Strategic comparisons of kiosks, ESLs, and digital signage
- Real-world case studies
- Access to a downloadable Retail Toolkit

“

I wrote this book so retailers don't have to learn the hard way. With the proper roadmap, self-service can be a true win-win”

Adriana Rivas, Author

Amazon Recognition

The book's launch was met with immediate market validation, debuting as the #1 Hot New

Release in the Retailing Industry category on Amazon. Building on this momentum, it quickly entered the Top 20 Best Sellers in its category, solidifying its position as a key resource for industry professionals and marking a significant milestone for a debut Latina author in the tech and retail innovation space.

About the Author

Adriana Rivas is a recognized leader in retail innovation and a public voice for women in technology. She currently serves as COO & Chief Biwitech Development Officer at BIGWISE Corp., where she leads the development of Biwitech, a next-generation retail hardware line. Rivas also serves as a Global Ambassador and Circle Leader for WomenTech Network, and is an active member of Latinas in Tech and Women in Retail Tech.

Read more about the book on:

<https://adrianarivas.tech/how-to-implement-self-service/>

Media Contact

Adriana Rivas

<https://adrianarivas.tech>

Adriana Rivas

[email us here](#)

Adriana Rivas

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/841010756>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.