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CHAPTER 1 EVOLUTION OF DIGITAL TECHNOLOGIES: AI AND THE AGE OF HYPER-DIGITALIZATION -- CHAPTER 2 THE CHANGING CONSUMER, A NEW INFORMATION ENVIRONMENT, AND THE RISE OF THE ATTENTION ECONOMY -- CHAPTER 3 PURPOSE-DRIVEN BRANDING: PRINCIPLES AND BEST PRACTICES -- CHAPTER 4 PHYGITAL EXPERIENCES -- CHAPTER 5 BRANDS AS PLATFORMS -- CHAPTER 6 PARTICIPATION BRANDING -- CHAPTER 7 PERSONALIZATION -- CHAPTER 8 PARTNERSHIPS -- CHAPTER 9 PERSONS AS PARTNERS: THE ROLE OF INFLUENCERS -- CHAPTER 10 PRIVACY STEWARDSHIP, BRAND SAFETY AND CRISES IN THE DIGITAL ERA -- CHAPTER 11 AI AND THE SIX STRATEGIC PILLARS OF DIGITAL BRAND MARKETING -- CHAPTER 12 CONCLUDING THOUGHTS.

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Sommario/riassunto

“If you intend to navigate the AI-powered world and thrive in the journey, read this book.” – Susan Fournier, Allen Questrom Professor and Dean, Boston University Questrom School of Business “Dr. Vanitha Swaminathan's book offers an essential guide to help business leaders navigate these turbulent times.” – Jagdish Sheth, Kellstadt Professor of Business, Emory University, Padma Bhushan 2020 “The Six Pillars of Marketing in the Hyper-Digital age will give you both the understanding of what you need to do as well as the tools to do it.” – Matt Naeger, Chief Solutions Officer, Trilliad “Dr. Swaminathan's book on marketing in the hyper-digital age is timely and novel.” – TV Narendran, Global CEO and Managing Director, Tata Steel “This book clearly encapsulates what marketers need to do for their brands to be successful in the post-digital world.” – Lynn Schlesinger, former CMO & CXO, Forbes Media “From phygital experiences to platform thinking, this book delivers the insights and tools needed to future-proof your brand in an AI driven economy. A valuable resource for anyone committed to marketing excellence.” – Mckenzie Lock, Senior Director of Product Innovation and AI, Netflix The rapid changes in technology and the rise of AI have heralded the introduction of a new era, which we refer to as the era of hyper-digitalization. In marketing, these changes could be far-reaching and have already dramatically impacted many strategic and tactical marketing tasks. This book offers modern marketers a guide on navigating the many changes occurring in organizations. It introduces a new framework with six pillars of modern marketing in the age of hyper-digitalization – purpose, phygital experiences, platform, participation, personalization, and partnerships. It will offer senior marketing strategists and students a framework for marketing that prepares them for the workplace of tomorrow. The book incorporates insights from scholarly research on these topics to provide evidence-based guidance for managers and executives. Vanitha Swaminathan PhD, is the Thomas Marshall Professor of Marketing at the University of Pittsburgh School of Business and serves as the Director of the Pitt Business Center for Branding. She is also a thought leader on branding and marketing strategy, and a co-author of the renowned textbook Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th edition), co-authored with Professor Kevin Lane Keller.

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