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	Titolo	AI in Marketing, Sales and Service : How Marketers without a Data Science Degree can use AI, Big Data and Bots / / by Peter Gentsch
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	ISBN	9783319899572
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	Edizione	[1st ed. 2019.]
	Descrizione fisica	1 online resource (xix, 271 pages) : illustrations (some color), charts
	Collana	Gale eBooks
	Disciplina	658.80028563
	Soggetti	Quantitative research
		Marketing research
		Business intelligence
		Telemarketing
		Internet marketing
		Artificial intelligence
		Business
		Management science
		Data Analysis and Big Data
		Market Research and Competitive Intelligence
		Digital Marketing
		Artificial Intelligence
		Business and Management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	1 AI eats the World -- 2 A Bluffer's Guide to AI, Algorithmics and Big Data -- 3 AI Business: Framework and Maturity Model -- 4 Conversational AI: How (Chat) Bots will reshape the Digital Experience -- 5 AI Best and Next Practices -- 6 Conclusion and Outlook: Algorithmic Business - Quo Vadis?.
	Sommario/riassunto	AI and Algorithmics have already optimized and automated production and logistics processes. Now it is time to unleash AI on the administrative, planning and even creative procedures in marketing,

sales and management. This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. With interviews and case studies from those cutting edge businesses and executives who are already leading the way, this book shows you: how customer and market potential can be automatically identified and profiled; how media planning can be intelligently automated and optimized with AI and Big Data; how (chat)bots and digital assistants can make communication between companies and consumers more efficient and smarter; how you can optimize Customer Journeys based on Algorithmics andAI; and how to conduct market research in more efficient and smarter way. A decade from now, all businesses will be AI businesses - Gentsch shows you how to make sure yours makes that transition better than your competitors.