1. **Record Nr.**            UNINA9910799497403321

   **Titolo**               Building AI Driven Marketing Capabilities : Understand Customer Needs and Deliver Value Through AI / / edited by Neha Zaidi, Mohit Maurya, Simon Grima, Pallavi Tyagi

   **Pubbl/distr/stampa**   Berkeley, CA : , : Apress : , : Imprint : Apress, , 2024

   **ISBN**                 9781484298107
                            1484298101

   **Edizione**             [1st ed. 2024.]

   **Descrizione fisica**   1 online resource (vi, 340 p., ill.)

   **Disciplina**           006.3

   **Soggetti**             Marketing - Technological innovations
                            Artificial intelligence

   **Lingua di pubblicazione**   Inglese

   **Formato**              Materiale a stampa

   **Livello bibliografico**   Monografia

   **Nota di bibliografia**   Includes bibliographical references and index.

   **Nota di contenuto**    Chapter 1: Case Study: Using Social Media for improving Customer Engagement -- Chapter 2: Applying AI for Product Life Cycle Management -- Chapter 3: Empowering Customer Experience with AI Tools and Technologies -- Chapter 4: Interactive Fashion Textiles: Marketing New Technologies to Target Tech-Savvy Millennials -- Chapter 5: AI-Based Decisive Model for Customer Segmentation in Fashion Industry -- Chapter 6: Analyzing customer satisfaction of hotel booking applications: A Sentimental Analysis approach -- Chapter 7: Internet Trends and Customer Sentiment Analysis on Different Online Platforms -- Chapter 8: Role of Artificial Intelligence for Value Chain Creation in Healthcare Marketing -- Chapter 9: Potential Roles for Cyber-Ethical Awareness, Artificial Intelligence and Chatbot Technologies Among Students. -- Chapter 10: Content Generated by Netflix: Scoping Review and Analysis -- Chapter 11: Unveiling AI's Ethical Impact in Marketing Through Social Media's Darker Influences -- Chapter 12: Strategic Insights through Customer Value Modelling: Unveiling the Key Drivers of Customer Success -- Chapter 13: Exploration of Artificial Intelligence (AI) in Banking Sector: A Bibliometric Analysis -- Chapter 14: Developing a Marketing Strategy While Maintaining Focus on Customer Value -- Chapter 15: Boom of Artificial Intelligence in food industry -- Chapter 16: Unlocking

Emotional Intelligence with AI Marketing: Connecting Brands to Hearts.

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| <span style="color:#990033">Sommario/riassunto</span> | This book provides insight into technologies that offer competitive advantage in marketing. These technologies can help us with describing and predicting customer behavior with the help of analytics, designing of radical products, creating of meaningful value, optimization of distribution, informing and promoting solutions, and making marketing more effective overall by aligning marketing with business goals. A range of technologies, such as analytics, big data, artificial intelligence, IoT, machine learning are expected to transform future businesses. Understanding customer needs, matching them to solutions and delivering value can all be dramatically optimized with the help of technology. Businesses need to realize that AI has already made inroads in marketing and can be expected to wield its influence across functional areas in the foreseeable future. The business world is headed towards acceptance of technology to synthesize knowledge by interpreting diverse information and facilitating decision making. This book is an attempt to reflect deployment of technologies across businesses and sectors. As the functional discipline comes together, harnessing a gamut of technologies becomes indispensable to deliver a superior customer experience and driving profits. Marketers should thus adopt the concepts of openness, convergence, and creation of value through new emerging technologies. A resultant hyper connected market will thus have to adopt innovative changes in its existing processes and services. The proposed book offers its readers an insight into technological interventions in various aspects of marketing domain. From understanding various technologies as an enabler to marketing efforts and its impact on decision making and mapping of various facets of customer experience, this book is recommended for marketers and learners to understand the advantages of using technology. What You Will Learn Thedevelopments and applications of Artificial Intelligence in marketing The precise, practical framework necessary to discover, utilize, and embrace AI potential to optimize the outcomes for company growth Automation and optimization of media planning through AI Who This Book is For The book is designed for marketers, academicians, business professionals, data scientists, practitioners, and researchers. |