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Nota di contenuto	Part I: Foundations of AI in Strategic Communication -- Chapter 1: Introduction to AI, Its History and Use in Strategic Communication -- Chapter 2: AI and Strategic Communication: An Overview -- Chapter 3: Ethical Challenges in Strategic Communication: Identification and Mitigation Strategies -- Part II: Integrating AI with Strategic Communication Practices -- Chapter 4: AI for Developing Communication Strategies -- Chapter 5: AI for Content Creation -- Chapter 6: AI Tools and Techniques for Strategic Communication: Text -- Chapter 7: AI Tools and Techniques for Strategic Communication: Images -- Chapter 8: AI Tools and Techniques for Strategic

Communication: Audio and Video -- Chapter 9: Fact Checking AI Generated Content -- Chapter 10: Editing and Synthesising AI Generated Content to Deliver Professional Communication Materials -- Chapter 11: Evaluation of AI for Strategic Communication Practices and Continuous Improvement -- Part III: Future Perspectives and Concluding Insights -- Chapter 12: AI and the Future of Strategic Communication -- Chapter 13: Concluding Insights and AI for Strategic Communication – A Model for Practice -- Chapter 14: AI in Strategic Communication Resources.

Sommario/riassunto

In an era where AI is revolutionising every aspect of communication, this groundbreaking research monograph provides an essential roadmap for navigating the intersection of artificial intelligence and strategic communication. Drawing on extensive primary research, including interviews with 41 experts and surveys of 400 professionals across three continents and eight countries, this book provides insights from relevant scholars, communication practitioners and AI tool developers. This comprehensive guide combines scholarly rigour with practical application, presenting a data-informed Model for Practice that helps to withstand the constant evolution of AI technology. Each chapter delivers research-informed, actionable tools relating to the multifaceted field of strategic communication including ethical practice, strategy development, content creation, evaluation, and continuous improvement. Bridging the gap between theoretical understanding and practical implementation, AI for Strategic Communication is an invaluable resource for strategic communication scholars, students, and practitioners, essential for advancing careers in the age of AI. This work emerged from the need for a comprehensive source combining scholarly, practitioner and AI developer perspectives on strategic communication from around the globe. Dr. Sutherland is a Senior Lecturer in Public Relations at the University of the Sunshine Coast, and a Certified AI Consultant. As Director of Dharana Digital Marketing Agency, Dr Karen specialises in using AI for strategic marketing and communication. Dr. Karen has a strong track record of guiding organisations in leveraging AI to enhance efficiency and reduce costs. Her accolades include the 2023 Book Excellence Award in Public Relations and multiple Stevie Awards in 2022. She has designed and delivered training and workshops globally for over a decade across various sectors like health, small business, and education. Her research spans AI in strategic communication, B2B relationships, and social media practice. Dr. Karen has authored two editions of her book 'Strategic Social Media Management – Theory and Practice' published by Palgrave Macmillan downloaded more than 160k times and has featured in top-tier journals and media including ABC News Breakfast, Nine News, the Wall Street Journal and has been Ticker's AI and social media expert since 2019.
