

1. Record Nr.	UNINA9910554206203321
Autore	Venkatesan Rajkumar
Titolo	The AI marketing canvas : a five-stage road map to implementing artificial intelligence in marketing // Rajkumar Venkatesan & Jim Lecinski
Pubbl/distr/stampa	Stanford, California : , : Stanford Business Books, , [2021] ©2021
ISBN	1-5036-2804-3
Descrizione fisica	1 online resource (272 p.)
Disciplina	658.800285/63
Soggetti	Artificial intelligence - Marketing applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages [211]-234) and index.
Nota di contenuto	Frontmatter -- Contents -- Notice to Readers -- Figures -- PART 1. The Challenge and the Solution -- PART 2. AI and Marketing Essentials -- PART 3. The AI Marketing Canvas -- PART 4. Implementation -- Acknowledgments -- Notes -- Index -- About the Authors
Sommario/riassunto	This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the "AI Marketing Canvas." Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing

leaders—for your team and culture.

2. Record Nr.	UNISA996209762303316
Titolo	Alternative health practices for livestock [[electronic resource]] / edited by Thomas F. Morris and Michael T. Keilty
Pubbl/distr/stampa	Ames, Iowa, : Blackwell Pub., 2006
ISBN	1-281-45018-9 9786611450182 0-470-38497-2 0-470-38475-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (223 p.)
Altri autori (Persone)	MorrisThomas F KeiltyMichael T
Disciplina	636.089 636.08955
Soggetti	Alternative veterinary medicine Livestock - Diseases - Alternative treatment Animal health
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Alternative Health Practices for Livestock; Contents; Contributors; Introduction; Section I Science of Alternative Methods; 1 Evaluation of a Homeopathic Therapy for Subclinical Mastitis in Lactating; 2 Potential Role of Amazonian Medicinal Plants for Health Maintenance in Livestock; 3 Botanicals for Pigs; 4 Evaluation of Homeopathic Nosodes for Mastitis and Calf Scours: Lessons from the Vermont Nosode Project; 5 Livestock Self-medication; 6 Alternative Methods of Controlling Parasites in Small Ruminants 7 Overview of Research Methods on Medicinal Plants for Livestock: Endo- and Ecto-parasitesSection II Historical Review of Alternative Methods; 8 Forage Quality and Livestock Health: A Nutritionist's View; 9 Livestock Treatments Links from the Past to Holistic Alternatives of the Present; 10 Herbs and Alternatives in Equine Practice; Section III

Concerns about Conventional Therapies; 11 The Ecology of Antimicrobial Resistance and Use of Alternatives to Antimicrobials in Food Animal Production in the United States; 12 Use of rbST and Implications for Cow Health in the Dairy Industry
Section IV Ideas to Promote Alternative Methods13 Funding for Testing Alternative Livestock Methods: Developing and Performing Grants to Help Fund Sustainable Livestock Production; 14 Economics of Niche Marketing in Alternative Livestock Farming; Index

Sommario/riassunto

The idea that current methods of food production are not sustainable in the long-term is a controversial topic. This book provides information that will advance a form of livestock production that meets the long- and short-term goals of human food production, minimizing degradation of natural resources. Important concerns regarding food safety, particularly antibiotic and chemical residues in meat, milk and other livestock foods, have stimulated renewed interest in alternative methods of promoting livestock health. Alternative Health Practices for Livestock is the first compila
