

AI MARKETING CASE STUDIES

AI MARKETING CASE STUDIES: A DEEP DIVE INTO THE EVOLUTION AND IMPACT OF ARTIFICIAL INTELLIGENCE IN MARKETING

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KEYWORDS: AI MARKETING CASE STUDIES, AI IN MARKETING, ARTIFICIAL INTELLIGENCE MARKETING, MACHINE LEARNING MARKETING, MARKETING ANALYTICS, PREDICTIVE MARKETING, PERSONALIZED MARKETING, CASE STUDY ANALYSIS, AI MARKETING TRENDS, AI MARKETING EXAMPLES.

ABSTRACT: THIS ARTICLE PROVIDES A DETAILED EXAMINATION OF AI MARKETING CASE STUDIES, TRACING THEIR HISTORICAL DEVELOPMENT FROM EARLY APPLICATIONS OF BASIC ALGORITHMS TO THE SOPHISTICATED AI-POWERED MARKETING STRATEGIES EMPLOYED TODAY. WE ANALYZE SUCCESSFUL EXAMPLES, DISCUSS THE CHALLENGES ASSOCIATED WITH AI IMPLEMENTATION, AND EXPLORE THE FUTURE TRAJECTORY OF AI'S ROLE IN SHAPING MARKETING CAMPAIGNS AND CUSTOMER EXPERIENCES. THE ANALYSIS REVEALS THE SIGNIFICANT IMPACT AI HAS HAD ON IMPROVING MARKETING ROI, PERSONALIZING CUSTOMER JOURNEYS, AND AUTOMATING TASKS.

1. INTRODUCTION: THE RISE OF AI IN MARKETING

THE INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI) INTO MARKETING HAS DRAMATICALLY ALTERED THE LANDSCAPE. NO LONGER A FUTURISTIC CONCEPT, AI IS NOW A PRACTICAL TOOL DRIVING EFFICIENCY, PERSONALIZATION, AND IMPROVED MARKETING ROI. THE EMERGENCE OF ROBUST AI MARKETING CASE STUDIES HAS BEEN CRUCIAL IN DEMONSTRATING ITS EFFICACY AND INSPIRING WIDER ADOPTION. THIS EXPLORATION DELVES INTO THE HISTORICAL CONTEXT OF AI MARKETING CASE STUDIES, EXAMINING THEIR EVOLUTION AND INCREASING COMPLEXITY. EARLY CASE STUDIES OFTEN FOCUSED ON SIMPLER APPLICATIONS LIKE EMAIL AUTOMATION AND BASIC RECOMMENDATION SYSTEMS. HOWEVER, THE FIELD HAS PROGRESSED SIGNIFICANTLY, WITH MODERN AI MARKETING CASE STUDIES HIGHLIGHTING THE USE OF SOPHISTICATED TECHNIQUES LIKE NATURAL LANGUAGE PROCESSING (NLP), DEEP LEARNING, AND COMPUTER VISION.

1. EARLY AI MARKETING CASE STUDIES: THE FOUNDATION

EARLY EXAMPLES OF AI IN MARKETING OFTEN CENTERED AROUND IMPROVING BASIC MARKETING PROCESSES. CASE STUDIES FROM THE LATE 1990S AND EARLY 2000S SHOWCASED THE USE OF RUDIMENTARY ALGORITHMS FOR TASKS SUCH AS:

TARGETED ADVERTISING: BASIC ALGORITHMS BEGAN SEGMENTING AUDIENCES BASED ON DEMOGRAPHIC DATA, LEADING TO MORE TARGETED ADVERTISING CAMPAIGNS. EARLY CASE STUDIES DOCUMENTING IMPROVED CLICK-THROUGH RATES (CTRS) AND CONVERSION RATES THROUGH TARGETED ADVERTISING WERE INSTRUMENTAL IN SHOWCASING AI'S POTENTIAL.

EMAIL MARKETING AUTOMATION: AI-POWERED EMAIL MARKETING TOOLS EMERGED, AUTOMATING EMAIL SENDING BASED ON PRE-DEFINED TRIGGERS AND SIMPLE SEGMENTATION RULES. CASE STUDIES FROM THIS ERA FOCUSED ON IMPROVED OPEN RATES AND REDUCED UNSUBSCRIBES DUE TO PERSONALIZED MESSAGING.

RECOMMENDATION SYSTEMS: SIMPLE COLLABORATIVE FILTERING ALGORITHMS MADE THEIR DEBUT, PROVIDING BASIC PRODUCT RECOMMENDATIONS BASED ON PAST PURCHASES. CASE STUDIES SHOWED IMPROVED SALES AND CUSTOMER ENGAGEMENT THROUGH THESE RUDIMENTARY RECOMMENDATIONS.

1. MODERN AI MARKETING CASE STUDIES: SOPHISTICATION AND SCALE

RECENT AI MARKETING CASE STUDIES SHOWCASE A SIGNIFICANT LEAP IN CAPABILITY AND COMPLEXITY. MODERN APPLICATIONS LEVERAGE ADVANCED AI TECHNIQUES INCLUDING:

PREDICTIVE ANALYTICS: SOPHISTICATED ALGORITHMS FORECAST CUSTOMER BEHAVIOR, ALLOWING MARKETERS TO PROACTIVELY PERSONALIZE CAMPAIGNS AND TARGET HIGH-VALUE PROSPECTS. CASE STUDIES DEMONSTRATE IMPROVED LEAD SCORING, ENHANCED CAMPAIGN PERFORMANCE, AND INCREASED CUSTOMER LIFETIME VALUE (CLTV) THROUGH PREDICTIVE MODELING.

NATURAL LANGUAGE PROCESSING (NLP): NLP IS TRANSFORMING CUSTOMER SERVICE AND MARKETING COMMUNICATIONS. AI CHATBOTS HANDLE CUSTOMER INQUIRIES, ANALYZE CUSTOMER FEEDBACK, AND PERSONALIZE WEBSITE INTERACTIONS. CASE STUDIES HIGHLIGHT IMPROVED CUSTOMER SATISFACTION, REDUCED RESPONSE TIMES, AND MORE EFFICIENT HANDLING OF CUSTOMER SERVICE REQUESTS.

COMPUTER VISION: AI-POWERED IMAGE RECOGNITION AND ANALYSIS PROVIDE INSIGHTS INTO CUSTOMER BEHAVIOR AND PREFERENCES THROUGH VISUAL DATA. CASE STUDIES ARE EMERGING THAT DEMONSTRATE HOW COMPUTER VISION CAN OPTIMIZE VISUAL MARKETING MATERIALS AND IMPROVE THE EFFECTIVENESS OF AD CAMPAIGNS.

PERSONALIZED EXPERIENCES: AI ENABLES HYPER-PERSONALIZATION ACROSS VARIOUS TOUCHPOINTS. CASE STUDIES SHOW THE EFFECTIVENESS OF AI-DRIVEN DYNAMIC CONTENT, PERSONALIZED PRODUCT RECOMMENDATIONS, AND CUSTOMIZED EMAIL MARKETING IN BOOSTING ENGAGEMENT AND CONVERSION RATES.

1. CHALLENGES IN IMPLEMENTING AI MARKETING STRATEGIES

DESPITE THE SUCCESSES DOCUMENTED IN AI MARKETING CASE STUDIES, SEVERAL CHALLENGES REMAIN:

DATA QUALITY AND AVAILABILITY: AI ALGORITHMS REQUIRE HIGH-QUALITY, COMPREHENSIVE DATA TO FUNCTION EFFECTIVELY. CASE STUDIES HIGHLIGHT INSTANCES WHERE POOR DATA QUALITY HINDERED AI IMPLEMENTATION, EMPHASIZING THE CRITICAL NEED FOR ROBUST DATA MANAGEMENT.

INTEGRATION WITH EXISTING SYSTEMS: INTEGRATING AI TOOLS INTO EXISTING MARKETING TECHNOLOGY STACKS CAN BE COMPLEX AND TIME-CONSUMING. CASE STUDIES ILLUSTRATE THE IMPORTANCE OF CAREFUL PLANNING AND EXECUTION TO ENSURE SEAMLESS INTEGRATION.

ETHICAL CONSIDERATIONS: CONCERNS REGARDING DATA PRIVACY, ALGORITHMIC BIAS, AND TRANSPARENCY NEED TO BE ADDRESSED. CASE STUDIES HIGHLIGHT THE NEED FOR RESPONSIBLE AI IMPLEMENTATION, PRIORITIZING ETHICAL CONSIDERATIONS ALONGSIDE EFFECTIVENESS.

SKILLS GAP: A LACK OF SKILLED PROFESSIONALS CAPABLE OF BUILDING, DEPLOYING, AND MANAGING AI MARKETING SYSTEMS REPRESENTS A SIGNIFICANT BARRIER. MANY CASE STUDIES SHOWCASE THE IMPORTANCE OF INVESTING IN TRAINING AND DEVELOPMENT TO OVERCOME THIS HURDLE.

1. FUTURE TRENDS IN AI MARKETING CASE STUDIES

FUTURE AI MARKETING CASE STUDIES WILL LIKELY FOCUS ON:

INCREASED AUTOMATION: AI WILL AUTOMATE MORE MARKETING TASKS, FREEING UP MARKETERS TO FOCUS ON STRATEGIC INITIATIVES.

ENHANCED PERSONALIZATION: AI WILL DRIVE EVEN MORE SOPHISTICATED PERSONALIZATION, CREATING TRULY INDIVIDUALISED CUSTOMER EXPERIENCES.

IMPROVED MEASUREMENT AND ATTRIBUTION: AI WILL ENABLE MORE ACCURATE MEASUREMENT OF MARKETING ROI AND MORE PRECISE ATTRIBUTION MODELING.

INTEGRATION WITH THE METAVERSE AND WEB3: AI WILL PLAY A KEY ROLE IN MARKETING WITHIN EMERGING DIGITAL SPACES.

1. CONCLUSION

THE EVOLUTION OF AI MARKETING CASE STUDIES REFLECTS THE RAPID ADVANCEMENTS IN AI TECHNOLOGY AND ITS INCREASING INTEGRATION INTO MARKETING STRATEGIES. WHILE CHALLENGES REMAIN, THE SUCCESSES DOCUMENTED IN THESE CASE STUDIES DEMONSTRATE THE TRANSFORMATIVE POWER OF AI IN IMPROVING MARKETING EFFICIENCY, PERSONALIZATION, AND ROI. THE FUTURE OF MARKETING IS INEXTRICABLY LINKED TO AI, AND CONTINUED ANALYSIS OF AI MARKETING CASE STUDIES WILL BE CRUCIAL IN UNDERSTANDING AND HARNESSING ITS POTENTIAL.

FAQs:

1. WHAT ARE THE KEY BENEFITS OF USING AI IN MARKETING? AI OFFERS ENHANCED PERSONALIZATION, AUTOMATION OF REPETITIVE TASKS, IMPROVED DATA ANALYSIS, PREDICTIVE CAPABILITIES, AND ULTIMATELY, HIGHER ROI.
2. WHAT ARE SOME COMMON AI TOOLS USED IN MARKETING? POPULAR TOOLS INCLUDE CRM PLATFORMS WITH AI CAPABILITIES, MARKETING AUTOMATION PLATFORMS, AI-POWERED ANALYTICS DASHBOARDS, AND CHATBOT PLATFORMS.
3. HOW MUCH DOES IT COST TO IMPLEMENT AI IN MARKETING? COSTS VARY WIDELY DEPENDING ON THE CHOSEN TOOLS, LEVEL OF CUSTOMIZATION, AND INTERNAL RESOURCES. A PHASED APPROACH CAN MITIGATE COSTS.
4. WHAT ARE THE ETHICAL CONSIDERATIONS OF USING AI IN MARKETING? KEY CONCERNS INCLUDE DATA PRIVACY, ALGORITHMIC BIAS, AND TRANSPARENCY. RESPONSIBLE AI IMPLEMENTATION REQUIRES CAREFUL CONSIDERATION OF THESE FACTORS.
5. WHAT ARE SOME COMMON METRICS USED TO EVALUATE THE SUCCESS OF AI MARKETING CAMPAIGNS? KEY METRICS INCLUDE CONVERSION RATES, CUSTOMER LIFETIME VALUE, ENGAGEMENT RATES, AND RETURN ON AD SPEND (ROAS).
6. HOW CAN BUSINESSES GET STARTED WITH AI IN MARKETING? START WITH A CLEAR UNDERSTANDING OF BUSINESS OBJECTIVES, IDENTIFY AREAS WHERE AI CAN ADD VALUE, CHOOSE APPROPRIATE TOOLS, AND INVEST IN TRAINING AND DATA MANAGEMENT.
7. WHAT ARE THE POTENTIAL RISKS OF USING AI IN MARKETING? POTENTIAL RISKS INCLUDE RELIANCE ON FLAWED DATA, ALGORITHMIC BIAS, LACK OF HUMAN OVERSIGHT, AND HIGH IMPLEMENTATION COSTS.
8. WHAT IS THE FUTURE OF AI IN MARKETING? THE FUTURE WILL LIKELY INVOLVE EVEN GREATER AUTOMATION, HYPER-PERSONALIZATION, AND INTEGRATION WITH EMERGING TECHNOLOGIES LIKE THE METAVERSE.
9. WHERE CAN I FIND MORE AI MARKETING CASE STUDIES? NUMEROUS RESOURCES, INCLUDING INDUSTRY PUBLICATIONS, MARKETING BLOGS, AND ACADEMIC JOURNALS, PROVIDE DETAILED CASE STUDIES.

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9. "THE APPLICATION OF COMPUTER VISION IN MARKETING: A CASE STUDY OF VISUAL SEARCH OPTIMIZATION": THIS ARTICLE EXPLORES THE USE OF COMPUTER VISION FOR OPTIMIZING VISUAL MARKETING MATERIALS AND IMPROVING THE PERFORMANCE OF VISUAL SEARCH CAMPAIGNS.

PUBLISHER: THE MARKETING SCIENCE INSTITUTE (MSI), A LEADING RESEARCH INSTITUTION FOCUSED ON ADVANCING MARKETING THEORY AND PRACTICE. MSI'S REPUTATION ENSURES THE CREDIBILITY AND RELEVANCE OF PUBLISHED MATERIALS RELATED TO AI MARKETING CASE STUDIES.

EDITOR: DR. MICHAEL CHEN, PROFESSOR OF MARKETING AT HARVARD BUSINESS SCHOOL, WITH EXTENSIVE EXPERTISE IN DIGITAL MARKETING AND AI. HIS EDITORIAL OVERSIGHT ADDS SIGNIFICANT ACADEMIC WEIGHT AND ENSURES THE ARTICLE'S RIGOR AND ACCURACY.

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ai marketing case studies: *Artificial Intelligence for Marketing* Jim Sterne, 2017-08-14 A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the need-to-know aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve.

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ai marketing case studies: *Marketing Artificial Intelligence* Paul Roetzer, Mike Kaput, 2022-06-28 Artificial intelligence is forecasted to have trillions of dollars of impact on businesses and the economy, yet many marketers struggle to understand what it is and how to apply it in their marketing efforts. The truth is, AI possesses the power to change everything. While AI-powered marketing technologies may never achieve the sci-fi vision of self-running, self-improving autonomous systems, a little bit of AI can go a long way toward dramatically increasing productivity, efficiency, and performance. Marketing AI Institute's Founder & CEO, Paul Roetzer, and Chief

Content Officer, Mike Kaput, join forces to show marketers how to embrace AI and make it their competitive advantage. Marketing Artificial Intelligence draws on years of research and dozens of interviews with AI marketers, executives, engineers, and entrepreneurs. Roetzer and Kaput present the current potential of AI, as well as a glimpse into a near future in which marketers and machines work seamlessly to run personalized campaigns of unprecedented complexity with unimaginable simplicity. As the amount of data exponentially increases, marketers' abilities to filter through the noise and turn information into actionable intelligence remain limited. Roetzer and Kaput show you how to make breaking through that noise your superpower. So, come along on a journey of exploration and enlightenment. Marketing Artificial Intelligence is the blueprint for understanding and applying AI, giving you just the edge in your career you've been waiting for.

ai marketing case studies: Artificial Intelligence Harvard Business Review, 2019

Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

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ai marketing case studies: AI Strategy for Sales and Marketing Katie King, 2022-01-03

Marketing and sales prioritize AI and machine learning more than any other business department, yet often struggle with how to scale and strategize the opportunities they present. AI Strategy for Sales and Marketing presents a framework for understanding how AI can boost customer-centricity and sales by creating a connected strategy that delivers value today and into the future. Supported by practical tips and advice throughout, it covers topics including personalization, upskilling, customer experience for both on and offline shopping channels and the importance of using AI responsibly to create consumer trust. Featuring original research and interviews with leading practitioners, it also contains global case studies from organizations in a range of sectors, including Samsung, PwC, Rolls Royce, Deloitte and Hilton, with insights into the various stages of their adoption journeys. Written by a recognized industry expert, it is an invaluable resource for those wanting to benefit from using AI strategically in marketing, sales and CX.

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Events Susanne Doppler, Adrienne Steffen, 2020-08-21 Case Studies on Food Experiences in Marketing, Retail, and Events explores approaches for creating ideal food shopping and consumption experiences, and the challenges food customers face today. With a basis in literature review and theoretical background, the book illustrates specific case studies on food shopping experiences, food consumption experience in restaurants, and food experience and events, as well as insights on the methodological tools adopted throughout. Topics include food and food service design, the creation of customer loyalty through experiences, communication strategies like food promotion and event management, and defining product positioning in a competitive environment. This book is an excellent resource for industry professionals in the food and beverage sectors, including those who work in marketing, communication, hospitality, and management, as well as students studying business management, tourism management, event management, applied marketing, and consumer behavior. - Presents the challenges customers face in their away-from-home food shopping - Explains how customer food experiences can be created - Contains best practice examples of how food companies achieve a competitive advantage by creating memorable customer experiences

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ai marketing case studies: Artificial Intelligence in Practice Bernard Marr, 2019-04-15
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“Instead of throwing money away and sucking up to A-listers, now there is a better way to promote your business. It's called content marketing, and this book is a great way to master this new technique.” -Guy Kawasaki, Chief evangelist of Canva and author of The Art of the Start 2.0 How do you take the maximum amount of risk out of starting a business? Joe Pulizzi shows us. Fascinate your audience, then turn them into loyal fans. Content Inc. shows you how. Use it as your roadmap to startup success.” -Sally Hogshead, New York Times and Wall Street Journal bestselling author, How the World Sees You If you're serious about turning content into a business, this is the most detailed, honest, and useful book ever written. -Jay Baer, New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it. Joe outlines a radically new way to succeed in business: Develop your audience first by creating content that draws people in and then watch your business sell themselves! -David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs. Joe

describes the formula for developing a purpose-driven business that connects with an engaged and loyal audience around content. With brand, voice and audience, building and monetizing a business is easy. -Julie Fleischer, Sr. Director, Data + Content + Media, Kraft Foods What if you launched a business with nothing to sell, and instead focused first on serving the needs of an audience, trusting that the 'selling' part would come later? Crazy? Or crazy-brilliant? I'd say the latter. Because in today's world, you should serve before selling. -Ann Handley, author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today, anyone, anywhere with a passion and a focus on a content niche can build a multi-million dollar platform and business. I did it and so can you. Just follow Joe's plan and hisContent Inc. model. -John Lee Dumas, Founder, EntrepreneurOnFire The Internet doesn't need more content. It needs amazing content. Content Inc is the business blueprint on how to achieve that. If you're in business and are tired of hearing about the need for content marketing, but want the how and the proof, Content Inc is your blueprint. -Scott Stratten, bestselling author and President of UnMarketing Inc. Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic. I wish this book was available when we started our content marketing initiative. It would have saved us a huge amount of time and effort! -Scott Maxwell, Managing Partner/Founder OpenView Venture Partners

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ultimate guide to embracing the opportunity that AI can bring for your marketing. With AI forecasted to boost global GDP by 14% by 2030, an efficient and sustainable AI marketing strategy is now essential to avoid losing the competitive edge. Using Artificial Intelligence in Marketing provides the definitive, practical framework needed for marketers to identify, apply and embrace the opportunity to maximize the results and business advancement that AI can bring. Streamlining efficiencies into every business practice, AI automates simpler, repetitive tasks with unrivalled accuracy, allowing sales and marketing teams to return their attention to where human interaction is most valuable: strategy, creativity and personal connection. Using Artificial Intelligence in Marketing outlines key marketing benefits such as accurate market research samples, immediate big data insights and brand-safe content creation, right through to the on-demand customer service that is now expected 24/7. It also explores the inevitable myths, concerns and ethical questions that can arise from the large-scale adoption of AI. This book is an essential read for every 21st century marketer.

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ai marketing case studies: Case Studies in the Traditional Food Sector Alessio Cavicchi, Cristina Santini, 2017-11-14 Consumer Science and Strategic Marketing: Case Studies in the Traditional Food Sector aims to close the gap between academic researchers and industry professionals through real world scenarios and field-based research. The book explores how consumer and sensory science has been implemented in the food industry for achieving the following strategic aims: rejuvenating product image, shaping new market places, achieving market differentiation and geographical diffusion, achieving customer loyalty, promoting traditional features of the product and defining product positioning in competitive environment. There is an emerging demand from food industry professionals and undergraduate and postgraduate students who attend business and agricultural studies courses who want to gain practical information through real cases and field-based research. This book aims to answer the following questions, amongst others: How research in the field of consumer science became relevant for marketing strategies?, Which tangible economic and financial outcomes have been obtained by the joint work of sensory scientists, researchers in marketing field and food business professionals?, and which communication methods and practices have been relevant to make the most of R&D in the food industry? Through case studies, successful examples and practices are provided, with newer inputs for further theoretical investigation given. Both current and future professionals in the food industry will gain insights that can be used in their business environment. - Bridges the gap between scholars and practitioners in understanding consumers in the traditional food sector - Allows scientists and professionals to make the most of R&D outcomes - Advances consumer science research to address business problems in the food industry

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marketing. This book endeavors to equip readers with an understanding of how AI is not just a tool but a force driving profound transformation in services marketing. Through a lens focused on real-world examples and insightful case studies, it illuminates the impact of AI on productivity and customer experiences. Beyond the transformative power, the book grapples with the ethical considerations that arise in the wake of AI adoption in services marketing. It seeks to guide both academics and practitioners, offering a resource to harness AI strategically, optimize services, and maintain a competitive edge in the global market.

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useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life.

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ISO - WHAT IS ARTIFICIAL INTELLIGENCE (AI)?

AI SPANS A WIDE SPECTRUM OF CAPABILITIES, BUT ESSENTIALLY, IT FALLS INTO TWO BROAD CATEGORIES: WEAK AI AND STRONG AI. WEAK AI, OFTEN REFERRED TO AS ARTIFICIAL NARROW INTELLIGENCE (ANI) OR ...

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