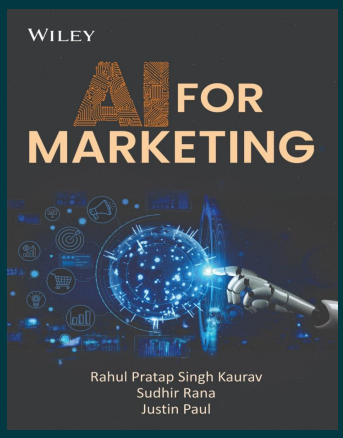
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AI For Marketing

By Rahul Pratap Singh Kaurav, Sudhir Rana, Justin Paul

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Description

AI for Marketing is a practical guide to how artificial intelligence is redefining marketing—from segmentation and personalization to content creation, automation, and customer service. It equips marketers to use AI strategically and ethically, offering a clear roadmap to understand, apply, and lead with AI.

Key Highlights

- Understand AI fundamentals, machine learning, and consumer data insights
- Apply NLP, generative AI, and automation to optimize campaigns
- Explore tools, prompts, and real case studies of brands like Tata Cliq, Heinz, and Mastercard
- Learn how AI transforms advertising, CRM, services, and product innovation
- Navigate ethical, strategic, and technological challenges with confidence

About the Author

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