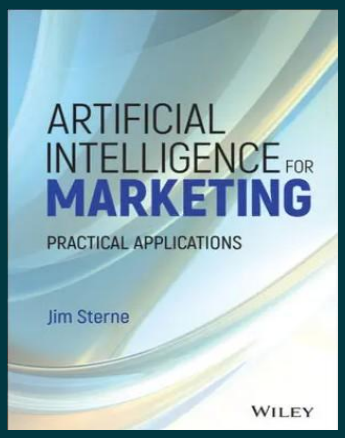
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eBook-Artificial Intelligence for Marketing : Practical Applications

By Jim Sterne

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Description

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.

About the Author

Jim Sterne

JIM STERNE is founder of the eMetrics Summit and cofounder and Board Chair of the Digital Analytics Association. An internationally known speaker and consultant, he is the author of numerous books, including 101 Things You Should Know About Marketing Optimization Analysis, Social Media Metrics, and The Devil’s Data Dictionary.

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