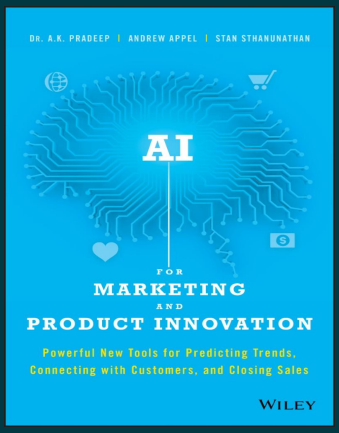
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eBook - AI for Marketing and Product Innovation : Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales

By A. K. Pradeep, Andrew Appel, Stan Sthanunathan

eBook 9789373324234 ₹- *Price*

Pages: 272

Description

AI for Marketing and Product Innovation is a non-technical guide for marketers on using AI and machine learning to predict trends, connect with customers, and improve sales. It covers the technology basics, practical applications in marketing and product innovation, and strategies to harness AI's power effectively.

About the Author

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Dr. A.K. Pradeep is the Founder/CEO of machineVantage, a startup applying AI and Machine Learning to challenging marketing problems; Andrew Appel is President and CEO of IRI, a global leader in technology solutions and services for consumer, retail and media companies; Stan Sthanunathan is the Global EVP of Consumer and Market Insights for Unilever.

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