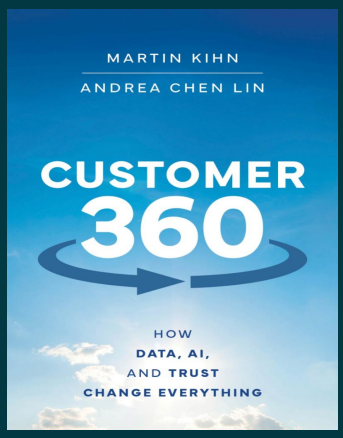
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By Martin Kihn, Andrea Chen Lin

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Customer 360: How Data, AI, and Trust Change Everything explores how data, AI, and trust revolutionize customer experience. It provides insights on using emerging technologies, ethical AI use, data organization, and strategic implementation to engage customers throughout their journey. The book features real-world case studies and guides leaders in integrating technology, people, and strategy for competitive advantage.

About the Author

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Martin Kihn is SVP, Strategy, Marketing Cloud at Salesforce; Andrea Chen Lin is Vice President of Corporate Strategy at Salesforce, leading next generation growth and competitive positioning

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Section Two: Data + AI + Trust in Action

Section Three: Data + AI + Trust in the Workplace

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