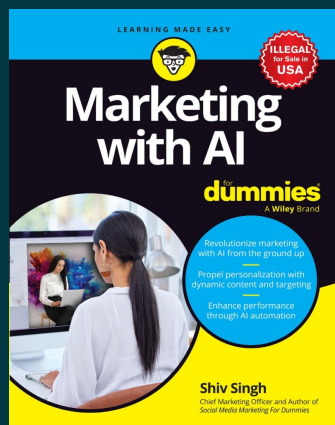




Marketing with AI For Dummies

By [Shiv Singh](#)

Paperback

9789363864061

₹ - Price

Pages: 400

Description

Stay ahead in the marketing game by harnessing the power of artificial intelligence

Marketing with AI For Dummies is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. This book captures the insight of leading marketing executive Shiv Singh on how AI will change marketing, helping new and experienced marketers tackle AI marketing plans, content, creative assets, and localized campaigns. You'll also learn to manage SEO and customer personalization with powerful new technologies.

About the Author

Shiv Singh

Shiv Singh is a future-focused business executive who has developed and executed cutting-edge marketing strategies, tools, and techniques for some of the world's largest brands. He is also the trailblazing author of Social Media Marketing For Dummies and Savvy, Navigating Fake Companies, Leaders & News. Along the way, he has served as VP and Global Social Media Lead for Razorfish, Head of Digital for PepsiCo Beverages, SVP Innovation Go-to-Market for Visa, and most recently, as the Chief Marketing and Customer Experience Officer for LendingTree, where he managed a media budget of \$650 million and led a team of 150 marketers.

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