AI-Driven Marketing Research and Data Analytics

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Description:

The surge in technological advancements, coupled with the exponential growth of data, has left marketers grappling with the need for a paradigm shift. The once-established methods of consumer engagement are now overshadowed by the complexities of the digital age, demanding a profound understanding of artificial intelligence (AI) and data analytics. The gap between academic knowledge and practical applications in the field of marketing has widened, leaving industry professionals, educators, and students seeking a comprehensive resource to navigate the intricacies of this transformative era.

AI-Driven Marketing Research and Data Analytics is a groundbreaking book that serves as a beacon for marketers, educators, and industry leaders alike. With a keen focus on the symbiotic relationship between AI, data analytics, and marketing research, this book bridges the gap between theory and practice. It not only explores the historical evolution of marketing but also provides an innovative examination of how AI and data analytics are reshaping the landscape. Through real-time case studies, ethical considerations, and in-depth insights, the book offers a holistic solution to the challenges faced by marketing professionals in the digital age.

This book is not just an academic exercise; it is a straightforward guide that transforms theoretical concepts into actionable strategies. By delving into topics ranging from AI-driven market campaigns to ethical considerations in data usage, it equips readers with the tools needed to navigate the complexities of contemporary marketing. The book ensures that its readers are not only informed about the latest trends but also empowered to apply these insights in their daily routines. For universities, colleges, and industry professionals seeking a foundational text that seamlessly integrates academia with real-world applications, AI-Driven Marketing Research and Data Analytics stands as an indispensable resource, heralding a new era of marketing excellence in the digital age.