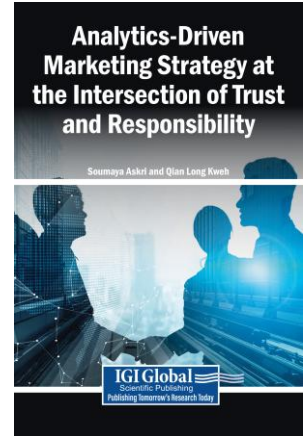


Analytics-Driven Marketing Strategy at the Intersection of Trust and Responsibility:

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Description:

Marketing is being transformed by rapid advances in data analytics, artificial intelligence, and machine learning, enabling organizations to better understand consumer behavior, personalize experiences, and make more informed strategic decisions. These technologies offer unprecedented opportunities to improve efficiency, predict market trends, and create stronger customer engagement. At the same time, their growing use has raised important questions about privacy, transparency, fairness, consumer autonomy, and corporate responsibility. As organizations increasingly rely on data-driven decision-making, maintaining trust has become essential to building sustainable relationships with customers and stakeholders. These developments highlight the need to balance technological innovation with ethical practices that promote accountability, responsible data use, and long-term business success.

Analytics-Driven Marketing Strategy at the Intersection of Trust and Responsibility explores how organizations can leverage advanced analytics, artificial intelligence, and data-driven insights while maintaining trust, transparency, and ethical responsibility. Bringing together perspectives from marketing, business strategy, data analytics, consumer behavior, and corporate governance, this book examines the opportunities and challenges associated with analytics-driven decision-making in contemporary markets. Covering topics such as responsible personalization, ethical analytics, and children's prescription brand marketing, this book is a fundamental academic resource for graduate and doctoral students, marketing professionals, brand managers, digital marketing strategists, business leaders, executives, and strategic decision-makers, data analysts, business intelligence professionals, policymakers, and more.

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- Children's Prescription Brand Marketing
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- Customer Experience Management
- Digital Marketplace
- Ethical Analytics
- Marketing Mix Modeling (MMM)
- Performance Optimization
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- Trust and Responsibility

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