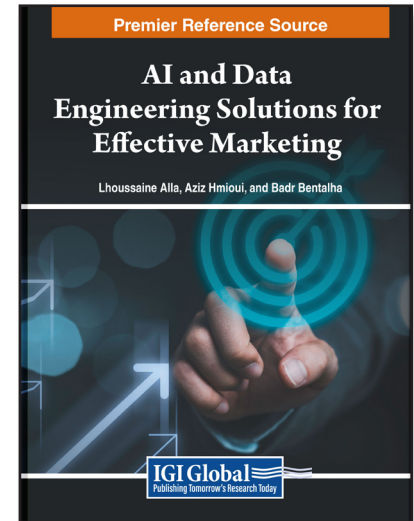


# AI and Data Engineering Solutions for Effective Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

In the world of contemporary marketing, a challenge exists — the relationship between data engineering, artificial intelligence, and the essential elements of effective marketing. Businesses find themselves at a crossroads, grappling with the imperative to navigate this complex landscape. This challenge serves as the backdrop for the exploration in **AI and Data Engineering Solutions for Effective Marketing**, a comprehensive reference tailored for academic scholars. Seamlessly integrating theoretical models with real-world applications, the book delves into critical facets of strategic and operational marketing. From the adoption of data science techniques to grappling with big data's vast potential, it offers a guide for academics seeking profound insights into the future of marketing strategies and their efficient execution.

The primary objective of this book is to explore the integration of artificial intelligence and data engineering into the marketing process, offering a harmonious blend of theory and practice. Through rigorous analysis, it presents scientific contributions that not only showcase the potential of these technologies in enhancing marketing performance but also critically assess the obstacles and risks inherent in their implementation. The book encourages a reinvention of methodological approaches in marketing research, providing readers with a highly selective collection of advanced scientific research from renowned researchers and field experts.

Designed for researchers, practitioners, and students with an interest in the intersection of artificial intelligence, data engineering, and marketing, this book serves as a guide for implementing new marketing management solutions and optimizing their operational efficiency. While the primary audience is researchers and practitioners in the field, the book is also tailored to benefit students seeking a deep understanding of the latest developments in marketing.

**ISBN:** 9798369331729

**Pages:** 350

**Copyright:** 2024

**Release Date:** June, 2024

**Hardcover:** \$325.00

**E-Book:** \$325.00

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**E-Book:** \$390.00

## Topics Covered:

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- Business Model Metrics
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- Ethics of research in Smart Marketing
- Marketing diagnostics
- Marketing Intelligence Integration
- Neuromarketing
- Price Policy
- Products Policy
- Socially Responsible Consumption
- Sustainable Development Data Analysis
- Territorial Branding, Destination Branding
- Territory Design
- Transformation of the Marketing Profession

**Subject:** Business & Management

**Classification:** Edited Reference

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(Research Recommended)

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