

# Ethical AI and Data Management Strategies in Marketing

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

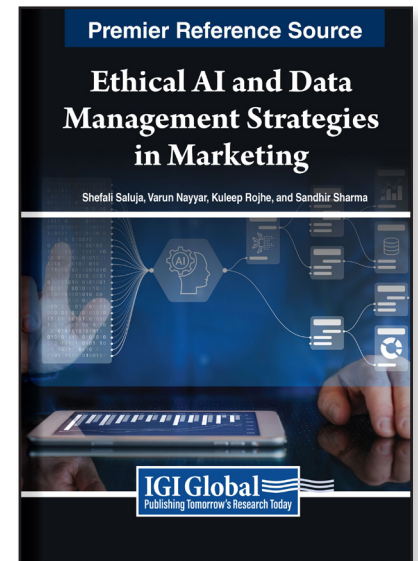
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## Description:

In today's fast-paced digital world, marketers face an ever-growing challenge: effectively navigating the vast and complex data landscape while ensuring ethical practices. The explosion of digital information has created new opportunities for targeted marketing. Still, it has also raised concerns about privacy, security, and the responsible use of data. Marketers risk damaging consumer trust and facing regulatory scrutiny without a comprehensive understanding of data governance and ethical frameworks.

**Ethical AI and Data Management Strategies in Marketing** provides a timely and comprehensive solution. This insightful guide offers practical strategies for implementing robust data governance plans that focus on eradicating isolated data repositories and adhering to ethical guidelines. These theoretical and actionable strategies give marketers the confidence to implement them effectively. By leveraging the power of artificial intelligence in marketing, marketers can enhance their understanding of the target audience and optimize content creation while maintaining ethical standards. The book delves into essential topics such as data privacy, ethical marketing, and technology ethics, providing valuable insights and practical solutions for managing data ethically in modern marketing.

Whether you are a marketer, researcher, or student, *Ethical AI and Data Management Strategies in Marketing* is a must-read for navigating the complexities of data governance and ethical practices in marketing. By implementing the strategies and frameworks outlined in this book, you can ensure that your marketing efforts are ethical, practical, and trustworthy.



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## Topics Covered:

- Artificial Intelligence Enabled Customer Experience
- Artificial Intelligence in Marketing
- Consumer Privacy
- Data Governance
- Data Privacy Standards
- Database Management
- Digital Platforms
- Ethical Marketing
- Marketing Analytics
- Online Advertising Standards
- Online Consumer Psychology
- Societal Ethics
- Sustainable Governance
- Technology Ethics
- Virtual Assistance

**Subject:** Business & Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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