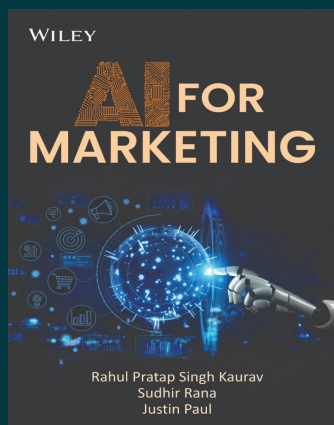




AI For Marketing

By [Rahul Pratap Singh Kaurav](#), [Sudhir Rana](#), [Justin Paul](#)

Paperback

9789373324883

[NOT PROVIDED]
publication_date

₹950.00

Pages : 544 pages

Description

AI for Marketing is a practical guide to how artificial intelligence is redefining marketing—from segmentation and personalization to content creation, automation, and customer service. It equips marketers to use AI strategically and ethically, offering a clear roadmap to understand, apply, and lead with AI.

Key Highlights

- Understand AI fundamentals, machine learning, and consumer data insights
- Apply NLP, generative AI, and automation to optimize campaigns
- Explore tools, prompts, and real case studies of brands like Tata Cliq, Heinz, and Mastercard
- Learn how AI transforms advertising, CRM, services, and product innovation
- Navigate ethical, strategic, and technological challenges with confidence

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