

AI for Marketing and Product Innovation

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Synopsis

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Get on board the next massive marketing revolution. *AI for Marketing and Product Innovation* offers creatives and marketing professionals a non-tech guide to artificial intelligence (AI) and machine learning (ML) - twin technologies that stand poised to revolutionize the way we sell. The future is here, and we are in the thick of it; AI and ML are already in our lives every day, whether we know it or not. The technology continues to evolve and grow, but the capabilities that make these tools world-changing for marketers are already here - whether we use them or not. This book helps you lean into the curve and take advantage of AI's unparalleled and rapidly expanding power. More than a simple primer on the technology, this book goes beyond the "what" to reveal the "how":

- How do we use AI and ML in ways that speak to the human spirit?
- How do we translate cold technological innovation into creative tools that forge deep human connections?

Written by a team of experts at the intersection of neuroscience, technology, and marketing, this book reveals the ins and outs of these groundbreaking technological tools.

Reader's comments

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