

Aggarwal

Branding & AI

Leveraging Technology to Generate Brand Revenue

Open the doors to the world of branding and artificial intelligence, the future of building efficient revenue! Unlike anything else out there, the book is an authentic and lucid representation of what branding is and the role it plays with artificial intelligence in the success of businesses. The book would be singularly profound to entrepreneurs, marketing professionals, brand strategists, students, and anyone aspiring to take a hungry bite out of the knowledge repository built from first-hand experiences of creating a brand from scratch and running it successfully in the digital age. Highlights: Explains in-depth theories, tools, and models explaining the core ingredients of creating a successful brand; Discusses how branding on an organizational and personal level is directly proportional to profit and return on investment along with measuring tools; Includes case studies that dissect successful and unsuccessful marketing strategies of huge brands; Covers the role of AI in branding, with its potential in facilitating companies in achieving their goals through targeted marketing.



26,70 €

24,95 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781637420805

Medium: Buch

ISBN: 978-1-63742-080-5

Verlag: Business Expert Press

Erscheinungstermin: 14.07.2021

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2021

Produktform: Kartoniert

Gewicht: 335 g

Seiten: 150

Format (B x H): 152 x 229 mm

