

Introduction To Algorithmic Marketing Artificial Intelligence For Marketing Operations

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Data Science for Marketing Analytics -

Tommy Blanchard 2019-03-30

Explore new and more sophisticated tools that reduce your marketing analytics efforts and give you precise results

Key Features

- Study new techniques for marketing analytics
- Explore uses of machine learning to power your marketing analyses
- Work through each stage of data analytics with the help of multiple examples and exercises

Book Description

Data Science for Marketing Analytics covers every stage of data analytics, from working with a raw dataset to segmenting a population and modeling different parts of the population based on the segments. The book starts by teaching you how to use Python libraries, such as pandas and Matplotlib, to read data from Python, manipulate it, and create plots, using both categorical and continuous variables. Then, you'll learn how to segment a population into groups and use different clustering techniques to evaluate customer segmentation. As you make your way

through the chapters, you'll explore ways to evaluate and select the best segmentation approach, and go on to create a linear regression model on customer value data to predict lifetime value. In the concluding chapters, you'll gain an understanding of regression techniques and tools for evaluating regression models, and explore ways to predict customer choice using classification algorithms. Finally, you'll apply these techniques to create a churn model for modeling customer product choices. By the end of this book, you will be able to build your own marketing reporting and interactive dashboard solutions. What you will learn

- Analyze and visualize data in Python using pandas and Matplotlib
- Study clustering techniques, such as hierarchical and k-means clustering
- Create customer segments based on manipulated data
- Predict customer lifetime value using linear regression
- Use classification algorithms to understand customer choice
- Optimize classification algorithms to

extract maximal informationWho this book is for
Data Science for Marketing Analytics is designed for developers and marketing analysts looking to use new, more sophisticated tools in their marketing analytics efforts. It'll help if you have prior experience of coding in Python and knowledge of high school level mathematics.

Some experience with databases, Excel, statistics, or Tableau is useful but not necessary.

Automated Machine Learning - Frank Hutter
2019-05-17

This open access book presents the first comprehensive overview of general methods in Automated Machine Learning (AutoML), collects descriptions of existing systems based on these methods, and discusses the first series of international challenges of AutoML systems. The recent success of commercial ML applications and the rapid growth of the field has created a high demand for off-the-shelf ML methods that can be used easily and without expert knowledge. However, many of the recent

machine learning successes crucially rely on human experts, who manually select appropriate ML architectures (deep learning architectures or more traditional ML workflows) and their hyperparameters. To overcome this problem, the field of AutoML targets a progressive automation of machine learning, based on principles from optimization and machine learning itself. This book serves as a point of entry into this quickly-developing field for researchers and advanced students alike, as well as providing a reference for practitioners aiming to use AutoML in their work.

Foundations and Applications of Statistics -
Randall Pruim 2018-04-04

Foundations and Applications of Statistics simultaneously emphasizes both the foundational and the computational aspects of modern statistics. Engaging and accessible, this book is useful to undergraduate students with a wide range of backgrounds and career goals. The exposition immediately begins with

statistics, presenting concepts and results from probability along the way. Hypothesis testing is introduced very early, and the motivation for several probability distributions comes from p-value computations. Pruiem develops the students' practical statistical reasoning through explicit examples and through numerical and graphical summaries of data that allow intuitive inferences before introducing the formal machinery. The topics have been selected to reflect the current practice in statistics, where computation is an indispensable tool. In this vein, the statistical computing environment R is used throughout the text and is integral to the exposition. Attention is paid to developing students' mathematical and computational skills as well as their statistical reasoning. Linear models, such as regression and ANOVA, are treated with explicit reference to the underlying linear algebra, which is motivated geometrically. Foundations and Applications of Statistics discusses both the mathematical theory

underlying statistics and practical applications that make it a powerful tool across disciplines. The book contains ample material for a two-semester course in undergraduate probability and statistics. A one-semester course based on the book will cover hypothesis testing and confidence intervals for the most common situations. In the second edition, the R code has been updated throughout to take advantage of new R packages and to illustrate better coding style. New sections have been added covering bootstrap methods, multinomial and multivariate normal distributions, the delta method, numerical methods for Bayesian inference, and nonlinear least squares. Also, the use of matrix algebra has been expanded, but remains optional, providing instructors with more options regarding the amount of linear algebra required.

The AI Marketing Canvas - Raj Venkatesan

2021-05-18

This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly

sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the "AI Marketing Canvas." Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI

into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

An Intelligence in Our Image - Osonde A. Osoba
2017-04-05

Machine learning algorithms and artificial intelligence influence many aspects of life today and have gained an aura of objectivity and infallibility. The use of these tools introduces a new level of risk and complexity in policy. This report illustrates some of the shortcomings of algorithmic decisionmaking, identifies key themes around the problem of algorithmic errors and bias, and examines some approaches for combating these problems.

The Future of Management in an AI World - Jordi Canals
2019-09-21

Artificial Intelligence (AI) is redefining the nature and principles of general management. The technological revolution is reshaping industries, disrupting existing business models,

making traditional companies obsolete and creating social change. In response, the role of the manager needs to urgently evolve and adjust. Companies need to rethink their purpose, strategy, organisational design and decision-making rules. Crucially they will also need to consider how to nurture and develop the business leaders of the future and develop new ways to interact with society on issues such as privacy and trust. Containing international insights from leading figures from the world of management and technology, this book addresses the big challenges facing organisations, including:

- Decision-making
- Corporate strategy
- People management and leadership
- Organisational design

Taking a holistic approach, this collection of expert voices provides valuable insight into how firms will discover and commit to what makes them unique in this new big data world, empowering them to create and sustain competitive advantage.

Handbook of Marketing Analytics - Natalie

Mizik

Marketing Science contributes significantly to the development and validation of analytical tools with a wide range of applications in business, public policy and litigation support. The Handbook of Marketing Analytics showcases the analytical methods used in marketing and their high-impact real-life applications. Fourteen chapters provide an overview of specific marketing analytic methods in some technical detail and 22 case studies present thorough examples of the use of each method in marketing management, public policy, and litigation support. All contributing authors are recognized authorities in their area of specialty.

Augmented Exploitation - Phoebe V. Moore 2021

Artificial intelligence should be changing society, not reinforcing capitalist notions of work.

Machine Learning in Marketing - Vinicius Andrade Brei 2020-08-31

Algorithmic Regulation - Karen Yeung

2019-09-05

As the power and sophistication of 'big data' and predictive analytics has continued to expand, so too has policy and public concern about the use of algorithms in contemporary life. This is hardly surprising given our increasing reliance on algorithms in daily life, touching policy sectors from healthcare, transport, finance, consumer retail, manufacturing education, and employment through to public service provision and the operation of the criminal justice system. This has prompted concerns about the need and importance of holding algorithmic power to account, yet it is far from clear that existing legal and other oversight mechanisms are up to the task. This collection of essays, edited by two leading regulatory governance scholars, offers a critical exploration of 'algorithmic regulation', understood both as a means for co-ordinating and regulating social action and decision-

making, as well as the need for institutional mechanisms through which the power of algorithms and algorithmic systems might themselves be regulated. It offers a unique perspective that is likely to become a significant reference point for the ever-growing debates about the power of algorithms in daily life in the worlds of research, policy and practice. The range of contributors are drawn from a broad range of disciplinary perspectives including law, public administration, applied philosophy, data science and artificial intelligence. Taken together, they highlight the rise of algorithmic power, the potential benefits and risks associated with this power, the way in which Sheila Jasanoff's long-standing claim that 'technology is politics' has been thrown into sharp relief by the speed and scale at which algorithmic systems are proliferating, and the urgent need for wider public debate and engagement of their underlying values and value trade-offs, the way in which they affect

individual and collective decision-making and action, and effective and legitimate mechanisms by and through which algorithmic power is held to account.

The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning - William Ammerman 2019-05-24

Marketers are harnessing the enormous power of AI to drive unprecedented results. The world of marketing is undergoing major change. Sophisticated algorithms can test billions of marketing messages and measure results, and shift the weight of campaigns—all in real time. What's next? A complete transformation of marketing as we know it, where machines themselves design and implement customized advertising tactics at virtually every point of digital contact. The Invisible Brand provides an in-depth exploration of the risks and rewards of this epochal shift—while delivering the information and insight you need to stay ahead of the game. Renowned technologist William

Ammerman draws from his decades of experience at the forefront of digital marketing to provide a roadmap to our data-driven future. You'll learn how data and AI will forge a new level of persuasiveness and influence for reshaping consumers' buying decisions. You'll understand the technology behind these changes and see how it is already at work in digital assistants, recommendation engines and digital advertising. And you'll find unmatched insight into how to harness the power of artificial intelligence for maximum results. As we enter the age of mass customization of messaging, power and influence will go to those who know the consumer best. Whether you are a marketing executive or concerned citizen, The Invisible Brand provides everything you need to understand how brands are harnessing the extraordinary amounts of data at their disposal—and capitalizing on it with AI. Advanced Analytics and Artificial Intelligence Applications - Ali Soofastaei 2019-11-13

Computers and machines were developed to reduce time consumption and manual human efforts to complete projects efficiently. With fast-growing technologies in the field, we have finally reached a stage where almost everyone in the world has access to these high technologies. However, this is just a starting phase because future development is taking a more advanced route in the shape of artificial intelligence (AI). Although AI is under the computer science umbrella, nowadays there is no field unaffected by this high technology. The overall aim of using intelligence learning methods is to train machines to think intelligently and make decisions in different situations the same as humans. Previously, machines were doing what they were programmed to do, but now with AI, devices can think and behave like a human being. This book aims to present the application of advanced analytics and AI in different industries as practical tools to develop prediction, optimization, and make decision

models.

Weapons of Math Destruction - Cathy O'Neil
2017-09-05

NEW YORK TIMES BESTSELLER • A former Wall Street quant sounds the alarm on Big Data and the mathematical models that threaten to rip apart our social fabric—with a new afterword “A manual for the twenty-first-century citizen . . . relevant and urgent.”—Financial Times
NATIONAL BOOK AWARD LONGLIST • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • The Boston Globe • Wired • Fortune • Kirkus Reviews • The Guardian • Nature • On Point We live in the age of the algorithm. Increasingly, the decisions that affect our lives—where we go to school, whether we can get a job or a loan, how much we pay for health insurance—are being made not by humans, but by machines. In theory, this should lead to greater fairness: Everyone is judged according to the same rules. But as mathematician and data scientist Cathy O’Neil

reveals, the mathematical models being used today are unregulated and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination—propping up the lucky, punishing the downtrodden, and undermining our democracy in the process. Welcome to the dark side of Big Data.

Machine Learning for Marketing - Hiroshi Mamitsuka 2019-06-14

Machine learning, now a central part of artificial intelligence, would be a driving force to change the current world to a more autonomous society. This impact of machine learning appears in many fields, for example, science, engineering, finance, agriculture, to name a few. Marketing is rather behind this trend, while marketing has a lot of potential applications for machine learning. In other words, marketing may change into more autonomous scientific work by using data and also proper formulation of each application into a machine learning problem. This book focuses on two major, traditional

paradigms of marketing: target marketing and relationship marketing. Then it is revealed that each of numerous aspects of the two marketing paradigms can be formulated into a machine learning problem. That is, for each problem, a machine learning model can be built and parameters of the model can be estimated/optimized from given data. For example, an important objective of target marketing can be interpreted as a problem of finding a customer segment, which has a plenty of customers but no competitors. This problem can be formulated into a machine learning problem for which a model is built and model parameters can be estimated from given data. This book, for each machine learning problem setting, always builds a simpler (probably simplest) model, so that readers can understand the idea and assumption of the model easily. This book would be useful for both sides of marketing and machine learning. That is, marketers would be able to study the way of

formulating a problem of marketing into a machine learning problem/function in which parameters are estimated from given data. On the other hand, machine learners would be able to study applications of marketing and also essential and intuitive ideas behind marketing through numerous applications in this book.

The Hundred-page Machine Learning Book - Andriy Burkov 2019

Provides a practical guide to get started and execute on machine learning within a few days without necessarily knowing much about machine learning. The first five chapters are enough to get you started and the next few chapters provide you a good feel of more advanced topics to pursue.

Hands-On Data Science for Marketing - Yoon Hyup Hwang 2019-03-29

Optimize your marketing strategies through analytics and machine learning
Key Features
Understand how data science drives successful marketing campaigns
Use machine

learning for better customer engagement, retention, and product recommendations
Extract insights from your data to optimize marketing strategies and increase profitability
Book Description
Regardless of company size, the adoption of data science and machine learning for marketing has been rising in the industry. With this book, you will learn to implement data science techniques to understand the drivers behind the successes and failures of marketing campaigns. This book is a comprehensive guide to help you understand and predict customer behaviors and create more effectively targeted and personalized marketing strategies. This is a practical guide to performing simple-to-advanced tasks, to extract hidden insights from the data and use them to make smart business decisions. You will understand what drives sales and increases customer engagements for your products. You will learn to implement machine learning to forecast which customers are more likely to engage with the products and have high

lifetime value. This book will also show you how to use machine learning techniques to understand different customer segments and recommend the right products for each customer. Apart from learning to gain insights into consumer behavior using exploratory analysis, you will also learn the concept of A/B testing and implement it using Python and R. By the end of this book, you will be experienced enough with various data science and machine learning techniques to run and manage successful marketing campaigns for your business. What you will learn

Learn how to compute and visualize marketing KPIs in Python and R

Master what drives successful marketing campaigns with data science

Use machine learning to predict customer engagement and lifetime value

Make product recommendations that customers are most likely to buy

Learn how to use A/B testing for better marketing decision making

Implement machine learning to understand different customer segments

Who

this book is for If you are a marketing professional, data scientist, engineer, or a student keen to learn how to apply data science to marketing, this book is what you need! It will be beneficial to have some basic knowledge of either Python or R to work through the examples. This book will also be beneficial for beginners as it covers basic-to-advanced data science concepts and applications in marketing with real-life examples.

Artificial Intelligence in Healthcare - Adam Bohr 2020-06-21

Artificial Intelligence (AI) in Healthcare is more than a comprehensive introduction to artificial intelligence as a tool in the generation and analysis of healthcare data. The book is split into two sections where the first section describes the current healthcare challenges and the rise of AI in this arena. The ten following chapters are written by specialists in each area, covering the whole healthcare ecosystem. First, the AI applications in drug design and drug

development are presented followed by its applications in the field of cancer diagnostics, treatment and medical imaging. Subsequently, the application of AI in medical devices and surgery are covered as well as remote patient monitoring. Finally, the book dives into the topics of security, privacy, information sharing, health insurances and legal aspects of AI in healthcare. Highlights different data techniques in healthcare data analysis, including machine learning and data mining Illustrates different applications and challenges across the design, implementation and management of intelligent systems and healthcare data networks Includes applications and case studies across all areas of AI in healthcare data

Understanding Machine Learning - Shai Shalev-Shwartz 2014-05-19

Introduces machine learning and its algorithmic paradigms, explaining the principles behind automated learning approaches and the considerations underlying their usage.

An Introductory Guide to Artificial Intelligence for Legal Professionals - Juan Pavón 2020-05-14

The availability of very large data sets and the increase in computing power to process them has led to a renewed intensity in corporate and governmental use of Artificial Intelligence (AI) technologies. This groundbreaking book, the first devoted entirely to the growing presence of AI in the legal profession, responds to the necessity of building up a discipline that due to its novelty requires the pooling of knowledge and experiences of well-respected experts in the AI field, taking into account the impact of AI on the law and legal practice. Essays by internationally known expert authors introduce the essentials of AI in a straightforward and intelligible style, offering jurists as many practical examples and business cases as possible so that they are able to understand the real application of this technology and its impact on their jobs and lives. Elements of the analysis include the following: crucial terms: natural

language processing, machine learning and deep learning; regulations in force in major jurisdictions; ethical and social issues; labour and employment issues, including the impact that robots have on employment; prediction of outcome in the legal field (judicial proceedings, patent granting, etc.); massive analysis of documents and identification of patterns from which to derive conclusions; AI and taxation; issues of competition and intellectual property; liability and responsibility of intelligent systems; AI and cybersecurity; AI and data protection; impact on state tax revenues; use of autonomous killer robots in the military; challenges related to privacy; the need to embrace transparency and sustainability; pressure brought by clients on prices; minority languages and AI; danger that the existing gap between large and small businesses will further increase; how to avoid algorithmic biases when AI decides; AI application to due diligence; AI and non-disclosure agreements; and the role of chatbots.

Interviews with pioneers in the field are included, so readers get insights into the issues that people are dealing with in day-to-day actualities. Whether conceiving AI as a transformative technology of the labour market and training or an economic and business sector in need of legal advice, this introduction to AI will help practitioners in tax law, labour law, competition law and intellectual property law understand what AI is, what it serves, what is the state of the art and the potential of this technology, how they can benefit from its advantages and what are the risks it presents. As the global economy continues to suffer the repercussions of a framework that was previously fundamentally self-regulatory, policymakers will recognize the urgent need to formulate rules to properly manage the future of AI.

Think Outside the Inbox - David Cummings
2010-03-30

Marketing automation has been called the most

transformative advancement in sales and marketing since the advent of CRM. Never before have sales and marketing professionals had so much insight into prospects' interests, behaviors, and buying intentions. Many people think of email marketing, and the inbox, as an effective part of online lead generation and nurturing, and it is. But marketing automation provides a complete solution, with the inbox as just one piece of the toolkit. Learn about marketing automation and how it can benefit your business today.

Market Response Models - Dominique M.

Hanssens 2006-04-11

From 1976 to the beginning of the millennium—covering the quarter-century life span of this book and its predecessor—something remarkable has happened to market response research: it has become practice. Academics who teach in professional fields, like we do, dream of such things. Imagine the satisfaction of knowing that

your work has been incorporated into the decision-making routine of brand managers, that category management relies on techniques you developed, that marketing management believes in something you struggled to establish in their minds. It's not just us that we are talking about. This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them. Of course, economists had always studied demand. But the project of extending demand analysis would fall to marketing researchers, now called marketing scientists for good reason, who saw that in reality the marketing mix was more than price; it was advertising, sales force effort, distribution, promotion, and every other decision variable that potentially affected sales. The bibliography of this book supports the notion that the academic research in marketing led the way. The journey was difficult, sometimes halting, but ultimately market response research advanced

and then insinuated itself into the fabric of modern management.

Advances in Financial Machine Learning -

Marcos Lopez de Prado 2018-01-23

Machine learning (ML) is changing virtually every aspect of our lives. Today ML algorithms accomplish tasks that until recently only expert humans could perform. As it relates to finance, this is the most exciting time to adopt a disruptive technology that will transform how everyone invests for generations. Readers will learn how to structure Big data in a way that is amenable to ML algorithms; how to conduct research with ML algorithms on that data; how to use supercomputing methods; how to backtest your discoveries while avoiding false positives. The book addresses real-life problems faced by practitioners on a daily basis, and explains scientifically sound solutions using math, supported by code and examples. Readers become active users who can test the proposed solutions in their particular setting. Written by a

recognized expert and portfolio manager, this book will equip investment professionals with the groundbreaking tools needed to succeed in modern finance.

Enterprise Artificial Intelligence

Transformation - Rashed Haq 2020-06-23

Enterprise Artificial Intelligence Transformation AI is everywhere. From doctor's offices to cars and even refrigerators, AI technology is quickly infiltrating our daily lives. AI has the ability to transform simple tasks into technological feats at a human level. This will change the world, plain and simple. That's why AI mastery is such a sought-after skill for tech professionals. Author Rashed Haq is a subject matter expert on AI, having developed AI and data science strategies, platforms, and applications for Publicis Sapient's clients for over 10 years. He shares that expertise in the new book, Enterprise Artificial Intelligence Transformation. The first of its kind, this book grants technology leaders the insight to create and scale their AI capabilities and

bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine learning. Enterprise Artificial Intelligence Transformation covers a wide range of topics, including: Real-world AI use cases and examples Machine learning, deep learning, and semantic modeling Risk management of AI models AI strategies for development and expansion AI Center of Excellence creating and management If you're an industry, business, or technology professional that wants to attain the skills needed to grow your machine learning capabilities and effectively scale the work you're already doing, you'll find what you need in Enterprise Artificial Intelligence Transformation.

Machine Learning and Artificial Intelligence

in Marketing and Sales - Niladri Syam
2021-03-10

Machine Learning and Artificial Intelligence in Marketing and Sales explores the ideas, and the statistical and mathematical concepts, behind Artificial Intelligence (AI) and machine learning models, as applied to marketing and sales, without getting lost in the details of mathematical derivations and computer programming.

Deep Learning for Medical Decision Support Systems - Utku Kose 2020-06-17

This book explores various applications of deep learning-oriented diagnosis leading to decision support, while also outlining the future face of medical decision support systems. Artificial intelligence has now become a ubiquitous aspect of modern life, and especially machine learning enjoys great popularity, since it offers techniques that are capable of learning from samples to solve newly encountered cases. Today, a recent form of machine learning, deep learning, is

being widely used with large, complex quantities of data, because today's problems require detailed analyses of more data. This is critical, especially in fields such as medicine.

Accordingly, the objective of this book is to provide the essentials of and highlight recent applications of deep learning architectures for medical decision support systems. The target audience includes scientists, experts, MSc and PhD students, postdocs, and any readers interested in the subjects discussed. The book can be used as a reference work to support courses on artificial intelligence, machine/deep learning, medical and biomedical education.

Practical Machine Learning for Data Analysis Using Python - Abdulhamit Subasi 2020-06-05

Practical Machine Learning for Data Analysis Using Python is a problem solver's guide for creating real-world intelligent systems. It provides a comprehensive approach with concepts, practices, hands-on examples, and sample code. The book teaches readers the vital

skills required to understand and solve different problems with machine learning. It teaches machine learning techniques necessary to become a successful practitioner, through the presentation of real-world case studies in Python machine learning ecosystems. The book also focuses on building a foundation of machine learning knowledge to solve different real-world case studies across various fields, including biomedical signal analysis, healthcare, security, economics, and finance. Moreover, it covers a wide range of machine learning models, including regression, classification, and forecasting. The goal of the book is to help a broad range of readers, including IT professionals, analysts, developers, data scientists, engineers, and graduate students, to solve their own real-world problems. Offers a comprehensive overview of the application of machine learning tools in data analysis across a wide range of subject areas Teaches readers how to apply machine learning techniques to

biomedical signals, financial data, and healthcare data Explores important classification and regression algorithms as well as other machine learning techniques Explains how to use Python to handle data extraction, manipulation, and exploration techniques, as well as how to visualize data spread across multiple dimensions and extract useful features
A Human's Guide to Machine Intelligence - Kartik Hosanagar 2019

A Wharton professor and tech entrepreneur examines how algorithms and artificial intelligence are starting to run every aspect of our lives, and how we can shape the way they impact us Through the technology embedded in almost every major tech platform and every web-enabled device, algorithms and the artificial intelligence that underlies them make a staggering number of everyday decisions for us, from what products we buy, to where we decide to eat, to how we consume our news, to whom we date, and how we find a job. We've even

delegated life-and-death decisions to algorithms--decisions once made by doctors, pilots, and judges. In his new book, Kartik Hosanagar surveys the brave new world of algorithmic decision-making and reveals the potentially dangerous biases they can give rise to as they increasingly run our lives. He makes the compelling case that we need to arm ourselves with a better, deeper, more nuanced understanding of the phenomenon of algorithmic thinking. And he gives us a route in, pointing out that algorithms often think a lot like their creators--that is, like you and me. Hosanagar draws on his experiences designing algorithms professionally--as well as on history, computer science, and psychology--to explore how algorithms work and why they occasionally go rogue, what drives our trust in them, and the many ramifications of algorithmic decision-making. He examines episodes like Microsoft's chatbot Tay, which was designed to converse on social media like a teenage girl, but instead

turned sexist and racist; the fatal accidents of self-driving cars; and even our own common, and often frustrating, experiences on services like Netflix and Amazon. *A Human's Guide to Machine Intelligence* is an entertaining and provocative look at one of the most important developments of our time and a practical user's guide to this first wave of practical artificial intelligence.

The Myth of Artificial Intelligence - Erik J. Larson 2021-04-06

“Artificial intelligence has always inspired outlandish visions—that AI is going to destroy us, save us, or at the very least radically transform us. Erik Larson exposes the vast gap between the actual science underlying AI and the dramatic claims being made for it. This is a timely, important, and even essential book.”

—John Horgan, author of *The End of Science*
Many futurists insist that AI will soon achieve human levels of intelligence. From there, it will quickly eclipse the most gifted human mind. The

Myth of Artificial Intelligence argues that such claims are just that: myths. We are not on the path to developing truly intelligent machines. We don't even know where that path might be. Erik Larson charts a journey through the landscape of AI, from Alan Turing's early work to today's dominant models of machine learning. Since the beginning, AI researchers and enthusiasts have equated the reasoning approaches of AI with those of human intelligence. But this is a profound mistake. Even cutting-edge AI looks nothing like human intelligence. Modern AI is based on inductive reasoning: computers make statistical correlations to determine which answer is likely to be right, allowing software to, say, detect a particular face in an image. But human reasoning is entirely different. Humans do not correlate data sets; we make conjectures sensitive to context—the best guess, given our observations and what we already know about the world. We haven't a clue how to program

this kind of reasoning, known as abduction. Yet it is the heart of common sense. Larson argues that all this AI hype is bad science and bad for science. A culture of invention thrives on exploring unknowns, not overselling existing methods. Inductive AI will continue to improve at narrow tasks, but if we are to make real progress, we must abandon futuristic talk and learn to better appreciate the only true intelligence we know—our own.

Introduction to Algorithmic Marketing - Ilya Katsov 2017-12

A comprehensive guide to advanced marketing automation for marketing strategists, data scientists, product managers, and software engineers. The book covers the main areas of marketing that require programmatic micro-decisioning - targeted promotions and advertisements, eCommerce search, recommendations, pricing, and assortment optimization.

Digital Marketing in an AI World - Frederick

Vallaey's 2019-05-17

Artificial intelligence is radically altering the digital marketing landscape. But if you're a PPC professional, there's no need to panic; the sky isn't falling. Former Google AdWords evangelist Frederick Vallaey's understands what's coming next, and with his expert guidance you'll not only survive, but you'll also thrive in tomorrow's AI world. In this invaluable volume, you'll learn: - What AI and other digital marketing technology can and cannot do- How agency owners can reposition their business in the current environment- New skillsets to develop or look for in potential new hires- Four essential roles digital marketing professionals will continue to play in the future- And moreData isn't everything. Human intuition and creativity will always be essential components of successful marketing. So relax! Read *Digital Marketing in an Artificial Intelligence World*, and in no time at all you'll be leveraging AI, not competing with it. *Marketing Models* - Gary L. Lilien 1992

The view of this book is that there are essentially three purposes for modeling in marketing: measuring marketing actions and outcomes, developing operational support for marketing decisions, and explaining marketing observations or phenomena.

Artificial Intelligence in Society - OECD
2019-06-11

The artificial intelligence (AI) landscape has evolved significantly from 1950 when Alan Turing first posed the question of whether machines can think. Today, AI is transforming societies and economies. It promises to generate productivity gains, improve well-being and help address global challenges, such as climate change, resource scarcity and health crises.

Artificial Intelligence for Marketing - Jim Sterne
2017-08-14

A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written

specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book

will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve. Artificial Intelligence and the Media -

Pihlajarinne, Taina 2022-02-22

This timely book presents a detailed analysis of the role of law and regulation in the utilisation of Artificial Intelligence (AI) in the media sector. As well as contributing to the wider discussion on law and AI, the book also digs deeper by exploring pressing issues at the intersections of AI, media, and the law. Chapters critically re-examine various rights and responsibilities from the perspectives of incentives for accountable utilisation of AI in the industry.

The Modern AI Marketer - Lisa Loeffler
2020-02-21

The Modern AI Marketer will take you on a journey starting with the history of AI, AI applications in modern marketing, and how to drive AI initiatives at work. It also includes useful resources such as books, podcasts, and blogs to further expand your AI knowledge. You will see multiple use cases such as how to apply them as a valuable marketing or sales enablement marketing management tool. This

eBook is for marketers, and sales professionals, who work directly in or support marketing strategy development, outbound marketing, demand generation, content marketing, account-based marketing, and sales enablement. If you don't know much about AI and what to know what make of it as a marketer and sales professional, check this book out!

Building Intelligent Systems - Geoff Hulten
2018-03-06

Produce a fully functioning Intelligent System that leverages machine learning and data from user interactions to improve over time and achieve success. This book teaches you how to build an Intelligent System from end to end and leverage machine learning in practice. You will understand how to apply your existing skills in software engineering, data science, machine learning, management, and program management to produce working systems. Building Intelligent Systems is based on more than a decade of experience building Internet-

scale Intelligent Systems that have hundreds of millions of user interactions per day in some of the largest and most important software systems in the world. What You'll Learn Understand the concept of an Intelligent System: What it is good for, when you need one, and how to set it up for success Design an intelligent user experience: Produce data to help make the Intelligent System better over time Implement an Intelligent System: Execute, manage, and measure Intelligent Systems in practice Create intelligence: Use different approaches, including machine learning Orchestrate an Intelligent System: Bring the parts together throughout its life cycle and achieve the impact you want Who This Book Is For Software engineers, machine learning practitioners, and technical managers who want to build effective intelligent systems

Introduction to Algorithmic Marketing - Ilya Katsov 2017-12-02

A comprehensive guide to advanced marketing automation for marketing strategists, data

scientists, product managers, and software engineers. The book covers the main areas of marketing that require programmatic micro-decisioning - targeted promotions and advertisements, eCommerce search, recommendations, pricing, and assortment optimization.

Managing Data Science - Kirill Dubovikov
2019-11-12

Understand data science concepts and methodologies to manage and deliver top-notch solutions for your organization
Key Features
Learn the basics of data science and explore its possibilities and limitations
Manage data science projects and assemble teams effectively even in the most challenging situations
Understand management principles and approaches for data science projects to streamline the innovation process
Book Description
Data science and machine learning can transform any organization and unlock new opportunities. However, employing the right management

strategies is crucial to guide the solution from prototype to production. Traditional approaches often fail as they don't entirely meet the conditions and requirements necessary for current data science projects. In this book, you'll explore the right approach to data science project management, along with useful tips and best practices to guide you along the way. After understanding the practical applications of data science and artificial intelligence, you'll see how to incorporate them into your solutions. Next, you will go through the data science project life cycle, explore the common pitfalls encountered at each step, and learn how to avoid them. Any data science project requires a skilled team, and this book will offer the right advice for hiring and growing a data science team for your organization. Later, you'll be shown how to efficiently manage and improve your data science projects through the use of DevOps and ModelOps. By the end of this book, you will be well versed with various data science solutions

and have gained practical insights into tackling the different challenges that you'll encounter on a daily basis. What you will learn Understand the underlying problems of building a strong data science pipeline Explore the different tools for building and deploying data science solutions Hire, grow, and sustain a data science team Manage data science projects through all stages, from prototype to production Learn how to use ModelOps to improve your data science pipelines Get up to speed with the model testing techniques used in both development and production stages Who this book is for This book is for data scientists, analysts, and program managers who want to use data science for business productivity by incorporating data science workflows efficiently. Some understanding of basic data science concepts will be useful to get the most out of this book. *Predictive Marketing* - Omer Artun 2015-08-06 Make personalized marketing a reality with this practical guide to predictive analytics Predictive

Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is

accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization Deliver a more personalized marketing experience Automate predictive analytics with machine learning technology Base marketing decisions on concrete data rather than unproven ideas Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience.

Algorithmic Marketing and EU Law on

Unfair Commercial Practices - Federico Galli 2022

Artificial Intelligence (AI) systems are increasingly being deployed by marketing entities in connection with consumers interactions. Thanks to machine learning (ML) and cognitive computing technologies, businesses can now analyse vast amounts of data on consumers, generate new knowledge, use it to optimize certain processes, and undertake tasks that were previously impossible. Against this background, this book analyses new algorithmic commercial practices, discusses their challenges for consumers, and measures such developments against the current EU legislative framework on consumer protection. The book adopts an interdisciplinary approach, building on empirical findings from AI applications in marketing and theoretical insights from marketing studies, and combining them with normative analysis of privacy and consumer protection in the EU. The content is

divided into three parts. The first part analyses the phenomenon of algorithmic marketing practices and reviews the main AI and AI-related technologies used in marketing, e.g. Big data, ML and NLP. The second part describes new commercial practices, including the massive monitoring and profiling of consumers, the personalization of advertising and offers, the exploitation of psychological and emotional insights, and the use of human-like interfaces to trigger emotional responses. The third part

provides a comprehensive analysis of current EU consumer protection laws and policies in the field of commercial practices. It focuses on two main legal concepts, their shortcomings, and potential refinements: vulnerability, understood as the conceptual benchmark for protecting consumers from unfair algorithmic practices; manipulation, the substantive legal measure for drawing the line between fair and unfair practices.