

The Future of Marketing: Automation, Big Data, and Machine Learning

In the age of automation, big data, and machine learning, marketing is undergoing a profound transformation. The old ways of doing things are no longer effective. To succeed in today's competitive marketplace, marketers need to embrace new technologies and data-driven strategies.



The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning

by William Ammerman

★★★★☆ 4.3 out of 5

Language : English
File size : 2912 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 286 pages



In his new book, *Marketing in the Age of Automation, Big Data, and Machine Learning*, Philip Kotler, one of the world's leading marketing experts, provides a roadmap for the future of marketing. Kotler argues that marketers need to shift their focus from traditional marketing channels to digital channels, where they can use data and technology to target their ideal customers more effectively.

Kotler also discusses the importance of using big data and machine learning to gain insights into customer behavior. By understanding what customers want and need, marketers can create more personalized and relevant marketing campaigns.

Finally, Kotler emphasizes the importance of using marketing automation software to streamline and automate marketing tasks. This can free up marketers to focus on more strategic initiatives.

If you're a marketer who wants to stay ahead of the curve, then you need to read *Marketing in the Age of Automation, Big Data, and Machine Learning*. This book will provide you with the knowledge and tools you need to succeed in today's competitive marketplace.

Key Takeaways

- Marketing is undergoing a profound transformation due to automation, big data, and machine learning.
- Marketers need to shift their focus from traditional marketing channels to digital channels.
- Big data and machine learning can be used to gain insights into customer behavior.
- Marketing automation software can be used to streamline and automate marketing tasks.
- Marketers who embrace new technologies and data-driven strategies will be more successful in today's competitive marketplace.

About the Author

Philip Kotler is a professor of marketing at the Kellogg School of Management at Northwestern University. He is the author of over 60 books on marketing, including the best-selling textbook *Marketing Management*.

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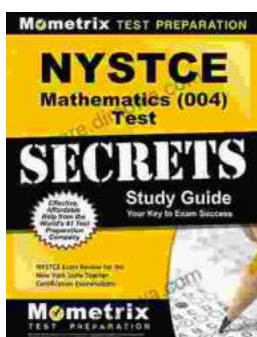


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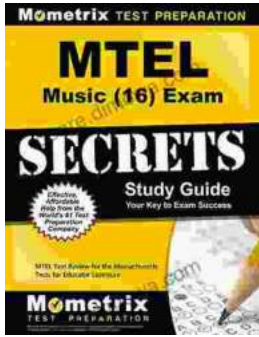
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