

Top 10 Generative AI Trends in 2023



1292

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Enhancing Customer Experience With AI-Powered Marketing Zahara, Mahwish,2025-08-12 Delivering a personalized customer experience is critical for modern marketers with AI tools pivotal to this transformation By harnessing AI technologies businesses gain deeper insights into customer behavior anticipate needs and tailor interactions From chatbots that provide instant support to recommendation engines that drive engagement AI powered marketing enables brands to connect with consumers in relevant timely and meaningful ways As expectations for personalization rise integrating AI into marketing strategies may create lasting customer relationships and help organizations stay competitive in a digital world Enhancing Customer Experience With AI Powered Marketing explores how AI technologies like machine learning and chatbots transform marketing approaches It examines the challenges faced while presenting AI solutions and customer experience transformations This book covers topics such as personalized content social media and virtual technology and is a useful resource for marketers business owners computer engineers academicians researchers and scientists

Artificial Intelligence in Business Pavankumar Gurazada & Seema Gupta, Artificial Intelligence in Business is transforming the way organizations operate driving innovation increasing efficiency and enabling smarter data driven decision making Yet for many professionals and students the gap between complex technical concepts and practical business applications can feel overwhelming This book bridges that gap with clarity relevance and purpose Designed for MBA students business leaders and aspiring AI practitioners Artificial Intelligence in Business cuts through the hype to provide a grounded accessible and actionable guide to real world AI From foundational principles like machine learning and deep learning to advanced applications in marketing finance supply chain and HR each chapter offers practical insights supported by real world use cases and code implementations Whether you're aiming to enhance customer engagement streamline operations or manage risk more effectively this book equips you with the knowledge and tools to apply AI strategically in a business context

Social Media Strategy Keith A. Quesenberry,2020-08-14 This book is a blueprint for the practice of marketing communications advertising and public relations in a digital world where the consumer has taken control

Enhancing Intergenerational Social Connections Using Shared Common Values Chandan, Harish Chandra,2025-11-07 In an increasingly fragmented and fast paced world strengthening connections between generations has become both a challenge and a necessity for today's world One powerful yet often overlooked way to bridge generational divides is through the recognition of shared common values such as shared likes and responsibilities common interests and community development These core principles transcend age and time offering a foundation upon which meaningful relationships can be built and sustained By focusing on unification this approach may help build a deeper understanding and renewed sense of belonging across generations Enhancing Intergenerational Social Connections Using Shared Common Values explores social connections as meaningful interaction between individuals from different generations within families communities and

societies It explores how shared interests among generations promotes intergenerational social connections and offers opportunities for mentorship shared wisdom and a sense of belonging in communities Covering topics such as judicial systems social values and intergenerational solidarity this book is an excellent resource for sociologists academicians researchers and scientists **Tech Titans of China** Rebecca Fannin,2019-09-03 Sliver award winner in International Business Globalization 2020 Axiom Business Book Awards The rise of China s tech companies and intense competition from the sector is just beginning This will present an ongoing management and strategy challenge for companies for many years to come Tech Titans of China is the go to guide for companies and those interested in competition from China seeking to understand China s grand tech ambitions who the players are and what their strategy is Fannin an expert on China is an internationally recognized journalist author and speaker She hosts 12 live events annually for business leaders venture capitalists start up founders and others impacted by or interested in cashing in on the Chinese tech industry In this illuminating book she provides readers with the ammunition they need to prepare and compete Featuring detailed profiles of the Chinese tech companies making waves the tech sectors that matter most in China s grab for super power status and predictions for China s tech dominance in just 10 years Multidisciplinary Research in Arts, Science & Commerce (Volume-19) Chief Editor- Biplab Auddya, Editor- Abhishek Bajaj, Dr. Jay Prakash Rajak, Dr. Srilatha.Y, Megha Thankachan, Dr. Vidya G, Dr. Santanu Bhattacharya,2025-01-24 *Introduction to Business* Heidi M. Neck,Christopher P. Neck,Emma L. Murray,2025-12-11 Introduction to Business For a Sustainable and Entrepreneurial Future engages and prepares students for their professional journeys regardless of their career aspirations Best selling authors Heidi M Neck Christopher P Neck and Emma L Murray encourage readers to see themselves in the world of business and develop the mindset and skill set they need to succeed The updated Second Edition features a diverse set of examples and cases from inspiring startups and small businesses to corporations illustrating how businesses can prosper and create positive impact This text is offered in Sage Vantage an intuitive learning platform that integrates quality Sage textbook content with assignable multimedia activities and auto graded assessments to drive student engagement and ensure accountability Unparalleled in its ease of use and built for dynamic teaching and learning Vantage offers customizable LMS integration and best in class support Instructors see how Vantage works Take a brief self guided tour with our interactive demo Simulation Based Learning Available only in Sage Vantage assignable simulation activities offer students an engaging hands on way to deepen their understanding of core concepts and sharpen their decision making skills using workplace scenarios Aligned with learning objectives and tailored to each chapter these activities provide students with immediate feedback to enhance their learning and build their confidence

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