Review of: "[Commentary] Transformative Strategies for Marketing in the AI Era"

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This paper delves into the profound impact of artificial intelligence (AI) on marketing strategies and practices, categorizing AI marketing applications into four distinct types based on their intelligence level and composition: standalone automation, integrated automation, standalone machine learning, and integrated machine learning. Among these, integrated machine learning solutions within existing platforms emerge as particularly promising for long-term effectiveness.

Advocating for a nuanced and adaptive approach to AI adoption, we emphasize the importance of aligning strategies with organizational needs and capacities. While AI offers enticing benefits such as enhanced efficiency and personalized marketing, it is essential for marketers to maintain realistic expectations regarding its current limitations.

By judiciously deploying AI to complement human capabilities, marketers can unlock new levels of creativity, precision, and customer-centricity. However, this transformative shift also introduces complexities that demand a vigilant and open-minded stance to harness the full potential of AI while mitigating associated risks.