

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

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The article considers the current issues of transformation of company management in the Internet era, namely the change of marketing strategies.

The author proposes an interesting classification of marketing strategies. And what is very important, he describes the experience of different companies in implementing this or that strategy, but a significant shortcoming is that the article does not contain references to sources and names of companies.

Based on the reviewed examples, the author offers stages of implementation of marketing strategies of artificial intelligence, describing in detail the initial steps, which can be very useful for companies that have decided to develop in this direction.

**Conclusion.** This article can be recognized as scientific only after a detailed argumentation of the author's point of view and references to primary sources.