

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

Nigel Hemmington

Potential competing interests: No potential competing interests to declare.

This is an important and very interesting topic that will benefit from further research that contributes to both practice and theory. At the most fundamental level, AI has the potential to reinvent current thinking about marketing, especially within the context of other business and societal changes such as customisation, experience management, and environmentalism. Unfortunately, this article does not contribute to this debate. It is descriptive and presents little, or no, evidence to support the few observations made.