

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

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This essay addresses the use of artificial intelligence (AI) in marketing tactics according to intelligence levels and compositions. As a remark, the writing is mostly obvious. The examples the author provided for marketing AI in the first section might be one area for improvement. She gave a fairly generic description of artificial intelligence, and the examples (Google Gemini, Bard, and ChatGPT 4.0) that she gave were quite particular and restricted to chatbots and generative AI. To help readers have realistic expectations about what AI functions might be included, perhaps the author might clarify the scope of marketing functions more clearly. As the title suggests, there is not much discussion of the transformative tactics that are suggested.