

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

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Potential competing interests: No potential competing interests to declare.

It is a topic of great interest; however, it has serious deficiencies:

A review of the state of the art is required where background or elements that chronologically contribute to the topic under discussion are presented.

A methodology is required to be applied in the discussion, where comparisons, evidence, calculations, graphs, etc., are indicated.

The theoretical aspects are very ambiguous, requiring greater justification.

There are no references that frame the content of the work.