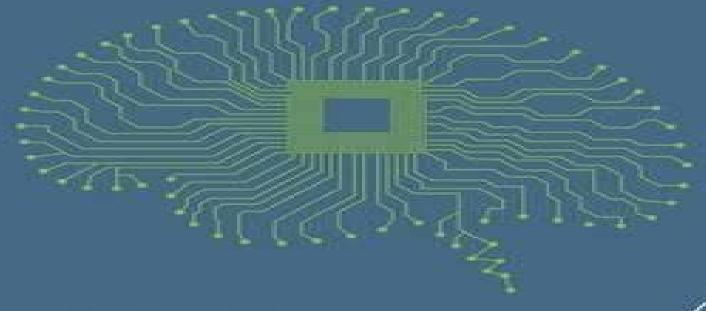
ARTIFICIAL INTELLIGENCE MARKETING AND PREDICTING CONSUMER CHOICE

AN OVERVIEW OF TOOLS AND TECHNIQUES



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Recommender Systems Monideepa Roy, Pushpendu Kar, Sujoy Datta, 2023-06-19 Recommender Systems A Multi Disciplinary Approach presents a multi disciplinary approach for the development of recommender systems It explains different types of pertinent algorithms with their comparative analysis and their role for different applications. This book explains the big data behind recommender systems the marketing benefits how to make good decision support systems the role of machine learning and artificial networks and the statistical models with two case studies. It shows how to design attack resistant and trust centric recommender systems for applications dealing with sensitive data Features of this book. Identifies and describes recommender systems for practical uses Describes how to design train and evaluate a recommendation algorithm Explains migration from a recommendation model to a live system with users Describes utilization of the data collected from a recommender system to understand the user preferences Addresses the security aspects and ways to deal with possible attacks to build a robust system. This book is aimed at researchers and graduate students in computer science electronics and communication engineering mathematical science and data science.

Artificial Intelligence in Marketing K. Sudhir, Olivier Toubia, 2023-03-13 Review of Marketing Research pushes the boundaries of marketing broadening the marketing concept to make the world a better place Here leading scholars explore how marketing is currently shaping and being shaped by the evolution of Artificial Intelligence AI Social Media and Library Services Lorri Mon, 2024-11-19 This Second Edition presents research theory and practical applications for social media and libraries providing insights into the life of the social library Readers are introduced to the features of social sites that can be leveraged to create a unique and diversified library social media presence The author explains how social media sites and services can be assessed based on a variety of attributes such as visibility voice interaction reach impact and reputation This new edition addresses the changes in the social media landscape since the first edition was published as well as new issues that impact how libraries use social media. The author also addresses new issues that are impacting how libraries use social media including changing algorithms artificial intelligence misinformation privacy moderation policy issues and more Nonfiction Market Study Bianca Harrington, AI, 2025-02-19 Nonfiction Market Study provides a data driven exploration of the nonfiction publishing industry revealing key insights into reader preferences and market trends Discover why some nonfiction books become bestsellers while others don't and understand the crucial role of market data and reader engagement The study examines the evolution of nonfiction categories such as self help and biography and analyzes how demographics influence their commercial success The book highlights the impact of technological and societal shifts including the rise of e books and the influence of social media on book discovery By analyzing sales statistics and industry reports the study equips authors and publishers with actionable knowledge for informed decision making Grounded in principles of marketing and data analytics it blends quantitative analysis with qualitative insights offering a comprehensive framework for understanding the nonfiction landscape The book progresses logically starting with an introduction to the study s scope and methodologies Subsequent chapters delve into major nonfiction categories and the nuances of reader preferences culminating in practical strategies for authors and publishers With its blend of data driven analysis and accessible writing Nonfiction Market Study is a valuable resource for anyone seeking to navigate the complexities of the nonfiction market

Thriller Genre Trends Aisha Khan,AI,2025-02-19 Thriller Genre Trends offers an in depth exploration of the thriller genre s publishing trends providing a data driven analysis of what makes suspense fiction successful It examines how evolving reader preferences and technological advancements shape the market The book highlights the impact of author branding and the crucial role of social media and online communities in influencing book sales and engaging readers Discover how the thriller genre s expansion is tied to elements such as the rise of psychological suspense in the digital era This study uniquely combines quantitative data analysis with qualitative insights from publishing experts and reader reviews offering a nuanced view of the thriller market By dissecting publishing data and sales figures it uncovers patterns that define the genre s triumphs The book progresses from introducing key concepts and methodologies to exploring the evolution of thriller subgenres and the impact of author branding It concludes by discussing the future of the thriller genre and offering practical applications for authors and publishers including strategies for reaching new audiences

Genre Reader Behavior Aisha Khan, AI, 2025-02-19 Genre Reader Behavior explores the critical role of understanding reader behavior in the modern publishing world particularly within the Business and Social Science General genres It emphasizes that connecting with readers requires more than just publishing it demands a deep dive into reading habits preferences and consumption trends The book argues for a data driven approach demonstrating how targeted content and marketing strategies informed by reader insights can significantly boost a book s impact For example understanding preferred formats or motivations for reading allows authors and publishers to tailor their approach effectively The book dives into reader psychology and market research exploring how reviews author branding and accessibility influence book consumption By integrating data from diverse sources and blending quantitative analysis with qualitative insights it provides a holistic view of the reading ecosystem Ultimately Genre Reader Behavior equips authors publishers and marketers with actionable strategies to refine content optimize marketing and build stronger reader relationships ensuring success in a Comics and Catharsis Jordan Tronsgard, 2025-08-21 Contributions by Kelly Baron Angie Chau competitive landscape Jennifer Nagtegaal Lee Okan Diana Pifano Russell Samolsky Kay Sohini Jordan Tronsgard Anastasia Ulanowicz and Aanchal Vij Comics and Catharsis Exploring Graphic Narratives of Trauma and Healing explores the idea that trauma and healing hold an imbalance in many forms of literature especially in the world of comics Whether it be war based national physical or sexual trauma this volume looks at a wide variety of trauma and the psychological pain and devastation that arise during and crucially for the question of trauma narratives following the events as the psychological and often physical wounds are

processed Essayists in the collection engage with questions of how comics process trauma through depictions and receptions Viewing trauma through the lens of comics such as Maus Persepolis and Fun Home as well as works by comics writers who are little known or unknown outside their communities contributors analyze how trauma is used in artistic style writing and overall storytelling Together the essays in Comics and Catharsis show how people who have suffered trauma often flock to these works to find a way to acknowledge and process their own suffering

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