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2022-05-23

## CARTER MORRIS

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Pre-order The Invisible Brand I am excited to announce that my first book, The Invisible Brand, is now available for pre-order on Amazon! Writing a book is an incredible challenge and it has taken me 3 years to reach this point

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The Invisible Brand: Marketing in the Age of Automation, Big

### The Invisible Brand: Marketing in the Age of Automation, Big

The Invisible Brand explores how artificial intelligence has become an integral part of the marketing and advertising sphere and how it affects companies and consumers In this Summary, we discuss the salient points of the book

*The Invisible Brand: Marketing in the Age of - Apple Books*

Author/Creator: Ammerman, William, author Publication: McGraw-Hill, 2019 Format/Description:

Book 1 online resource (320 pages) Edition: 1st edition Status/Location:

### The Invisible Brand, by William Ammerman | LinkedIn

Aug 1, 2022 · Solutions IQ, an Accenture company, interviews William Ammerman about his new book, The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning (McGraw-Hill, 2019) Ammerman discusses how an AI agent programmed with the science of persuasion, armed with the details of our personality and behavior

### ABOUT - theinvisiblebrand.com

Jul 29, 2022 · Three rules to follow for invisible marketing— 1 A consumer-first approach wins the race Before you can even begin to influence your consumers through invisible marketing, it's vital to know them like the back of your hand One way to do this is by tapping into your sales team

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I wrote The Invisible Brand because I want you to understand how advances in artificial intelligence are impacting you through the world of marketing and advertising My background as an advertising executive, coupled with my post-graduate work in artificial intelligence gives me a unique perspective on the subject of marketing in the age of AI

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