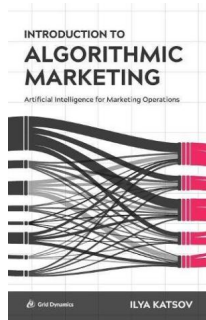


Read Book

INTRODUCTION TO ALGORITHMIC MARKETING: ARTIFICIAL INTELLIGENCE FOR MARKETING OPERATIONS (HARDBACK)



Ilya Katcov, 2017. Hardback. Condition: New. Language: English . Brand New Book. Introduction to Algorithmic Marketing is a comprehensive guide to advanced marketing automation for marketing strategists, data scientists, product managers, and software engineers. It summarizes various techniques tested by major technology, advertising, and retail companies, and it glues these methods together with economic theory and machine learning. The book covers the main areas of marketing that require programmatic micro-decisioning - targeted promotions and advertisements, eCommerce search, recommendations, pricing, and...

Download PDF Introduction to Algorithmic Marketing: Artificial Intelligence for Marketing Operations (Hardback)

- Authored by Ilya Katsov
- Released at 2017



Filesize: 2.01 MB

Reviews

This sort of ebook is everything and got me to searching in advance plus more. I could comprehend everything out of this created e pdf. You are going to like just how the author compose this pdf.

-- **Prof. Ethelyn Hoeger**

Completely essential read ebook. It is among the most awesome book i actually have read. I am very happy to explain how this is basically the greatest book i actually have read in my individual existence and might be he best pdf for possibly.

-- **Prof. Alexandro Runolfsson**

This book is great. I could possibly comprehend everything using this published e book. I am easily could possibly get a enjoyment of reading a published pdf.

-- **Deanna Rath I**