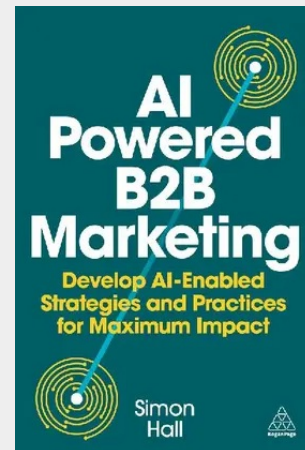


AI-Powered B2B Marketing

Develop AI-Enabled Strategies and Practices for Maximum Impact

The rapid evolution of AI offers unprecedented opportunities for B2B marketers to improve efficiency and increase impact, but also presents significant challenges for B2B marketing professionals who must understand and deploy these technologies effectively. This book works to demystify AI for B2B marketers, providing those at a mid-senior level with clear, practical frameworks for integration, backed by real-world examples and expert insights from global companies such as Danfoss, American Express, IBM and Schneider Electric. From exploring how AI can power market, competitor and customer research, to the ethics of using AI and how to embed it into your overarching B2B marketing strategy, this book delivers everything a B2B marketer needs to know about using AI in their marketing. Written by market-leading trainer **Simon Hall**, this book explores how AI can transform every aspect of the B2B marketing strategy including content on lead generation and nurturing, the buyer journey and awareness phase and on engaging and managing accounts. It also covers how to review and select the right technology for the job and explains the future trends marketers need to keep an eye on to stay ahead of the curve.

How can mid-career B2B marketers effectively harness AI to build strategy and drive career impact? AI-Powered B2B Marketing offers clear, practical frameworks for professionals to implement AI technologies confidently and strategically. Backed by real-world examples and expert insights from global leaders including Epsilon, CACI UK and UrSpectr, this guide demystifies AI integration across B2B marketing. From powering market research to embedding ethical AI practices, it equips marketers to optimize every stage of the buyer journey while developing skills that elevate career credibility. You'll learn how to: - Develop strategic AI-driven frameworks tailored for B2B marketing- Implement actionable tools for lead generation, nurturing and account management- Apply principles of ethical AI use within marketing strategies- Optimize technology selection to align with business objectives Written by marketing innovator Simon Hall, this authoritative guide helps marketers transform B2B strategies, delivering measurable results and positioning you for career growth. Themes include: AI integration in B2B marketing, Strategic frameworks and models, Ethical AI application, Career development and impact, Real-world case studies



64,90 €

64,90 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398621985

Medium: Buch

ISBN: 978-1-3986-2198-5

Verlag: Kogan Page

Erscheinungstermin: 03.12.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Produktform: Gebunden

Gewicht: 763 g

Seiten: 352

Format (B x H): 161 x 240 mm

