

Authentic Marketing

Combining Human Thinking and Creativity with Technology to Inspire Audiences

Develop a marketing strategy that blends data-driven principles with authentic human insight to deliver stronger, more meaningful results. *Authentic Marketing* is a practical guide for mid-career marketers who want to build credibility, apply clear frameworks and develop campaigns that stand out in an increasingly AI-driven landscape. As conversations about automation dominate the industry, this book reframes what truly drives marketing effectiveness: human curiosity, creativity and audience-first thinking. Written by industry leader **Visha Kudhail**, the book provides actionable tools for integrating authentic inspiration with data-driven approaches. Through detailed chapters and real-world examples from Pot Noodle, Dove's real Beauty campaign, Patagonia and e.l.f., it shows how to implement strategies that optimize performance, build trust and strengthen long-term consumer loyalty. You'll learn how to: - Apply audience-first principles to develop creative ideas grounded in real human insight - Implement data-driven strategies that support authenticity rather than replace it - Develop frameworks for balancing automation with the emotional intelligence marketing requires - Optimize campaigns by identifying meaningful audience motivations and behaviours - Use real-world examples to strengthen credibility and apply best practices across industries With its balance of strategy, practical guidance and modern industry insight, **Authentic Marketing** helps mid-career professionals develop campaigns that deliver measurable impact while staying true to the human foundations of great marketing. **Themes include:** *marketing strategy, creativity frameworks, audience insight, authentic storytelling, data-driven marketing, campaign optimization*

Develop a marketing strategy that blends data-driven principles with authentic human insight to deliver stronger, more meaningful results.

Authentic Marketing is a practical guide for mid-career marketers who want to build credibility, apply clear frameworks and develop campaigns that stand out in an increasingly AI-driven landscape. As conversations about automation dominate the industry, this book reframes what truly drives marketing effectiveness: human curiosity, creativity and audience-first thinking.

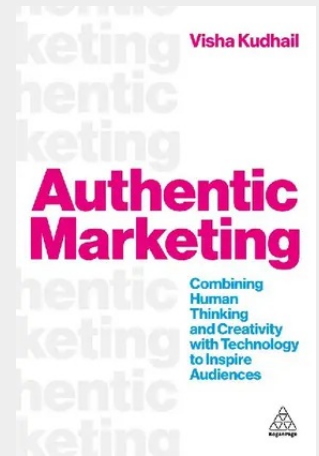
Written by industry leader Visha Kudhail, the book provides actionable tools for integrating authentic inspiration with data-driven approaches. Through detailed chapters and real-world examples from Pot Noodle, Dove's real Beauty campaign, Patagonia and e.l.f., it shows how to implement strategies that optimize performance, build trust and strengthen long-term consumer loyalty.

You'll learn how to:

- Apply audience-first principles to develop creative ideas grounded in real human insight
- Implement data-driven strategies that support authenticity rather than replace it
- Develop frameworks for balancing automation with the emotional intelligence marketing requires
- Optimize campaigns by identifying meaningful audience motivations and behaviours
- Use real-world examples to strengthen credibility and apply best practices across industries

With its balance of strategy, practical guidance and modern industry insight, Authentic Marketing helps mid-career professionals develop campaigns that deliver measurable impact while staying true to the human foundations of great marketing.

Themes include: marketing strategy, creativity frameworks, audience insight, authentic storytelling, data-driven marketing, campaign optimization



37,50 €

37,50 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. Juni 2026

Artikelnummer: 9781398625846

Medium: Buch

ISBN: 978-1-3986-2584-6

Verlag: Kogan Page Limited

Erscheinungstermin: 30.06.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Serie: Kogan Page

Produktform: Kartoniert

Gewicht: 332 g

Seiten: 232

Format (B x H): 156 x 234 mm

