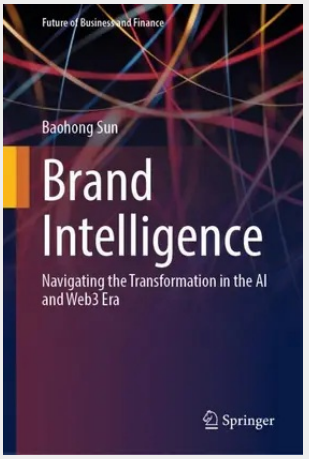
Sun

Brand Intelligence

Navigating the Transformation in the AI and Web3 Era



106,99 €
99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783032174895
Medium: Buch
ISBN: 978-3-032-17489-5
Verlag: Springer
Erscheinungstermin: 19.05.2026
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2026
Serie: Future of Business and Finance
Produktform: Gebunden
Gewicht: 718 g
Seiten: 377
Format (B x H): 160 x 241 mm

The rise of the Internet, social media, mobile technology, IoT, artificial intelligence (AI), and Web3 has fundamentally transformed how brands engage with consumers—enabling smarter marketing capabilities, personalized user interactions, and exponential growth in revenue, influence, and data value. This book introduces the concept of Brand Digital Intelligence, a two-step framework that helps brands thrive in the digital age through digital transformation and intelligent marketing. Structured around a digital transformation roadmap, the book explores how organizations can build robust digital infrastructure, foster active user participation, and turn consumers into long-term value contributors.

Key topics include marketing innovation, platform business models, consumer journey design, online communities, smart stores, mobile applications, AI-powered marketing, and decentralized brand strategies enabled by Web3. The book calls for a paradigm shift from traditional campaign-based marketing to intelligent, data-driven ecosystems, where private domains, users, and data become core strategic assets—powered by algorithmic decision-making and compounding flywheel effects that drive sustained growth and engagement. Extending this evolution, the book illustrates how AI-driven brand ecosystems in the Web2 era naturally progress toward autonomous, community-driven organizations in the Web3 world, enabled by tokenized incentives, digital ownership, and co-created value.

Combining strategic frameworks, real-world case studies, and actionable insights, this book is an essential guide for marketing professionals, technology leaders, entrepreneurs, and investors seeking to master the next frontier of AI and Web3-powered brand transformation.

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