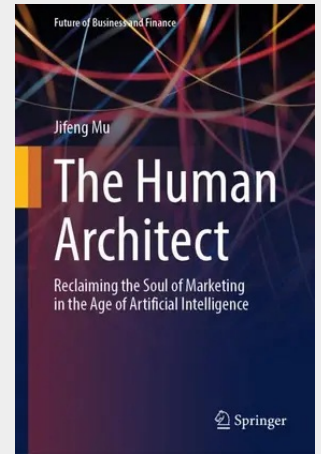


The Human Architect

Reclaiming the Soul of Marketing in the Age of Artificial Intelligence

This book offers a clear and insightful guide to the evolving role of AI in modern marketing. Synthesizing extensive research with high-level executive interviews, the author reveals how AI excels at personalization, automation, and data-driven optimization, yet remains constrained by its lack of emotion, intuition, and genuine understanding. Through compelling narrative examples, the text illustrates the transformative potential of AI alongside its ethical and strategic pitfalls, including the amplification of bias and the erosion of brand authenticity. Ultimately, the author argues that AI is not a replacement for human marketers but a catalyst that demands human creativity, empathy, and ethical judgment. This book provides leaders, practitioners, and scholars with a vital framework for harnessing AI responsibly to enhance performance while safeguarding core human values.

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