

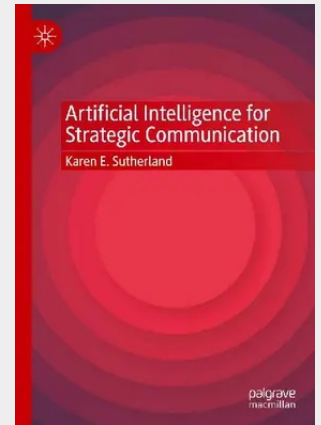
Artificial Intelligence for Strategic Communication

In an era where AI is revolutionising every aspect of communication, this groundbreaking research monograph provides an essential roadmap for navigating the intersection of artificial intelligence and strategic communication. Drawing on extensive primary research, including interviews with 41 experts and surveys of 400 professionals across three continents and eight countries, this book provides insights from relevant scholars, communication practitioners and AI tool developers.

This comprehensive guide combines scholarly rigour with practical application, presenting a data-informed that helps to withstand the constant evolution of AI technology. Each chapter delivers research-informed, actionable tools relating to the multifaceted field of strategic communication including ethical practice, strategy development, content creation, evaluation, and continuous improvement.

Bridging the gap between theoretical understanding and practical implementation, is an invaluable resource for strategic communication scholars, students, and practitioners, essential for advancing careers in the age of AI. This work emerged from the need for a comprehensive source combining scholarly, practitioner and AI developer perspectives on strategic communication from around the globe.

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