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***Introduction To  
Algorithmic Marketing:  
Artificial Intelligence  
For Marketing***

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As the power and sophistication of 'big data' and predictive analytics has continued to expand, so too has policy and public concern about the use of algorithms in contemporary life.

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This is hardly surprising given our increasing reliance on algorithms in daily life, touching policy sectors from healthcare, transport, finance, consumer retail, manufacturing education, and employment through to public service provision and the

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operation of the criminal justice system. This has prompted concerns about the need and importance of holding algorithmic power to account, yet it is far from clear that existing legal and other oversight mechanisms are up to the task. This collection of

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essays, edited by two leading regulatory governance scholars, offers a critical exploration of 'algorithmic regulation', understood both as a means for co-ordinating and regulating social action and decision-making, as well as the need for

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institutional mechanisms through which the power of algorithms and algorithmic systems might themselves be regulated. It offers a unique perspective that is likely to become a significant reference point for the ever-growing debates about the power of

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algorithms in daily life in the worlds of research, policy and practice. The range of contributors are drawn from a broad range of disciplinary perspectives including law, public administration, applied philosophy, data science and

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artificial intelligence. Taken together, they highlight the rise of algorithmic power, the potential benefits and risks associated with this power, the way in which Sheila Jasanoff's long-standing claim that 'technology is politics' has been thrown into sharp relief



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by the speed and scale at which algorithmic systems are proliferating, and the urgent need for wider public debate and engagement of their underlying values and value trade-offs, the way in which they affect individual and collective decision-

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making and action, and effective and legitimate mechanisms by and through which algorithmic power is held to account.

We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this

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is clearly no longer the case.

Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely – on and

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beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoidi shows how society shapes algorithmic

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code, and how this culture in the code guides the practical behaviour of the code in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with

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artificial social agents, in the context of digital infrastructures and pre-digital social structures. Machine Habitus will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information

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technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life.

Enterprise Artificial Intelligence Transformation AI is everywhere. From doctor's offices to cars and even refrigerators, AI technology

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is quickly infiltrating our daily lives. AI has the ability to transform simple tasks into technological feats at a human level. This will change the world, plain and simple. That's why AI mastery is such a sought-after skill for tech professionals. Author



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Rashed Haq is a subject matter expert on AI, having developed AI and data science strategies, platforms, and applications for Publicis Sapient's clients for over 10 years. He shares that expertise in the new book, Enterprise Artificial Intelligence

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Transformation. The first of its kind, this book grants technology leaders the insight to create and scale their AI capabilities and bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many

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businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine

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learning. Enterprise Artificial Intelligence Transformation covers a wide range of topics, including: Real-world AI use cases and examples Machine learning, deep learning, and semantic modeling Risk management of AI models AI strategies for

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development and expansion AI  
Center of Excellence creating and  
management If you're an  
industry, business, or technology  
professional that wants to attain  
the skills needed to grow your  
machine learning capabilities and  
effectively scale the work you're

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already doing, you'll find what  
you need in Enterprise Artificial  
Intelligence Transformation.

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Marketing Artificial Intelligence for  
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Toward a Sociology of Algorithms  
Introduction to Programmatic

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Automated, Data-Driven  
Marketing in Real-Time  
Data-Driven Marketing with  
Artificial Intelligence  
Understand the Marketing  
Revelation That Commercialized

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the Internet

Achieve your marketing goals  
with the data analytics power of  
Python

Deep Learning for Medical  
Decision Support Systems

*The availability of very large data*



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*sets and the increase in computing power to process them has led to a renewed intensity in corporate and governmental use of Artificial Intelligence (AI) technologies. This groundbreaking book, the first devoted entirely to the growing*

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*presence of AI in the legal profession, responds to the necessity of building up a discipline that due to its novelty requires the pooling of knowledge and experiences of well-respected experts in the AI field, taking into account the impact of AI*

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*on the law and legal practice.*

*Essays by internationally known  
expert authors introduce the  
essentials of AI in a straightforward  
and intelligible style, offering jurists  
as many practical examples and  
business cases as possible so that*

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*they are able to understand the real application of this technology and its impact on their jobs and lives.*

*Elements of the analysis include the following: crucial terms: natural language processing, machine learning and deep learning;*

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*regulations in force in major jurisdictions; ethical and social issues; labour and employment issues, including the impact that robots have on employment; prediction of outcome in the legal field (judicial proceedings, patent*

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*granting, etc.); massive analysis of documents and identification of patterns from which to derive conclusions; AI and taxation; issues of competition and intellectual property; liability and responsibility of intelligent systems; AI and*

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*cybersecurity; AI and data  
protection; impact on state tax  
revenues; use of autonomous killer  
robots in the military; challenges  
related to privacy; the need to  
embrace transparency and  
sustainability; pressure brought by*

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*clients on prices; minority*

*languages and AI; danger that the*

*existing gap between large and*

*small businesses will further*

*increase; how to avoid algorithmic*

*biases when AI decides; AI*

*application to due diligence; AI and*



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*non-disclosure agreements; and the role of chatbots. Interviews with pioneers in the field are included, so readers get insights into the issues that people are dealing with in day-to-day actualities. Whether conceiving AI as a transformative*

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*technology of the labour market and training or an economic and business sector in need of legal advice, this introduction to AI will help practitioners in tax law, labour law, competition law and intellectual property law understand*

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*what AI is, what it serves, what is the state of the art and the potential of this technology, how they can benefit from its advantages and what are the risks it presents. As the global economy continues to suffer the repercussions of a framework*

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*that was previously fundamentally self-regulatory, policymakers will recognize the urgent need to formulate rules to properly manage the future of AI.*

*This book provides an introduction to quantitative marketing with*

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*Python. The book presents a hands-on approach to using Python for real marketing questions, organized by key topic areas. Following the Python scientific computing movement toward reproducible research, the book presents all*

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*analyses in Colab notebooks, which integrate code, figures, tables, and annotation in a single file. The code notebooks for each chapter may be copied, adapted, and reused in one's own analyses. The book also introduces the usage of machine*

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*learning predictive models using the Python sklearn package in the context of marketing research. This book is designed for three groups of readers: experienced marketing researchers who wish to learn to program in Python, coming from*

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*tools and languages such as R, SAS,  
or SPSS; analysts or students who  
already program in Python and wish  
to learn about marketing  
applications; and undergraduate or  
graduate marketing students with  
little or no programming*



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*background. It presumes only an introductory level of familiarity with formal statistics and contains a minimum of mathematics.*

*Turbocharge your marketing plans by making the leap from simple descriptive statistics in Excel to*

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*sophisticated predictive analytics  
with the Python programming  
language* **Key Features** *Use data  
analytics and machine learning in a  
sales and marketing context* **Gain  
insights from data to make better  
business decisions** **Build your**

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*experience and confidence with  
realistic hands-on practice*Book

*Description Unleash the power of  
data to reach your marketing goals  
with this practical guide to data  
science for business. This book will  
help you get started on your journey*

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*to becoming a master of marketing  
analytics with Python. You'll work  
with relevant datasets and build  
your practical skills by tackling  
engaging exercises and activities  
that simulate real-world market  
analysis projects. You'll learn to*

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*think like a data scientist, build your problem-solving skills, and discover how to look at data in new ways to deliver business insights and make intelligent data-driven decisions. As well as learning how to clean, explore, and visualize data, you'll*

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*implement machine learning algorithms and build models to make predictions. As you work through the book, you'll use Python tools to analyze sales, visualize advertising data, predict revenue, address customer churn, and*

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*implement customer segmentation to understand behavior. By the end of this book, you'll have the knowledge, skills, and confidence to implement data science and machine learning techniques to better understand your marketing data and improve your*

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*Operations*  
*decision-making. What you will  
learnLoad, clean, and explore sales  
and marketing data using  
pandasForm and test hypotheses  
using real data sets and analytics  
toolsVisualize patterns in customer  
behavior using MatplotlibUse*



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*Operations*  
*advanced machine learning models  
like random forest and SVM Use  
various unsupervised learning  
algorithms for customer  
segmentation Use supervised  
learning techniques for sales  
prediction Evaluate and compare*

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*different models to get the best  
outcomes Optimize models with  
hyperparameter tuning and  
SMOTE Who this book is for This  
marketing book is for anyone who  
wants to learn how to use Python for  
cutting-edge marketing analytics.*

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*Whether you're a developer who wants to move into marketing, or a marketing analyst who wants to learn more sophisticated tools and techniques, this book will get you on the right path. Basic prior knowledge of Python and experience*

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*working with data will help you  
access this book more easily.*

*This book offers a direct, actionable  
plan CMOs can use to map out  
initiatives that are properly  
sequenced and designed for  
success—regardless of where their*

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*marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should*

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*marketers be developing a strategy  
and plan to implement AI into their  
marketing toolkit? The opening  
chapters provide marketing leaders  
with an overview of what exactly AI  
is and how is it different than  
traditional computer science*

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*approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the "AI Marketing Canvas." Their approach is based on research and interviews they conducted with leading*

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*marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and*



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*Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.*

*The Modern AI Marketer*

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*Improve your marketing strategies  
with machine learning using Python  
and R*

*Artificial Intelligence in Asset  
Management*

*Why Computers Can't Think the  
Way We Do*

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*Easy Ways Every Marketer Can Use*

*Customer Analytics and Big Data*

*The AI Marketing Canvas*

*Advanced Customer Analytics*

**This fundamental guide on  
programmatic advertising  
explains in detail how**

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**automated, data-driven  
advertising really works  
in practice and how the  
right adoption leads to a  
competitive advantage for  
advertisers, agencies and  
media. The new way of**

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**planning, steering and  
measuring marketing may  
still appear complex and  
threatening but promising  
at once to most decision  
makers. This collaborative  
compendium combines proven**

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**experience and best  
practice in 22 articles  
written by 45 renowned  
experts from all around  
the globe. Among them Dr.  
Florian Heinemann/Project-  
A, Peter Würtenberger/Axel-**

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Bardega/Zenith, Arun  
Kumar/Cadreon, Dr. Ralf**

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**Strauss/Marketingverband,  
Jonathan Becher/SAP and  
many more great minds.  
In business, if people  
merely like you, you're in  
trouble. They need to love  
you! Learn how building**



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**loyalty and modeling great  
customer service behavior  
to develop frontline teams  
is the key to building  
raving fans. To thrive in  
today's economy, it's not  
enough for customers to**

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**merely like you. They have  
to love you. Win their  
hearts and they will not  
only purchase more—they'll  
talk you up to everyone  
they know. But what turns  
casual customers into**

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**passionate promoters? What makes people stick with you for the long haul? The industry experts at FranklinCovey set out to unlock the mysteries of gaining the customer's**

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**loyalty. In an extensive study that involved 1,100 stores and thousands of people, they isolated examples that stood out in terms of revenues and profitability. They found**

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**that these “campfire stores” burned brighter than the rest thanks to fiercely loyal customers and the employees who delight in making their customers’ lives easier.**

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**Now Fierce Loyalty reveals  
the principles and  
practices of these  
everyday service  
heroes—the customer-facing  
employees who cultivate  
bonds and lift revenues**

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**through the roof. Full of  
eye-opening examples and  
practical tools, Fierce  
Loyalty helps you infuse  
empathy, responsibility,  
and generosity into every  
interaction and: Make**

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**warm, authentic  
connections Ask the right  
questions Listen to learn  
Discover the real job to  
be done Take ownership of  
the customer's issue  
Follow up and strengthen**



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**the relationship Share  
insights openly and kindly  
Surprise people with  
unexpected extras Model,  
teach, and reinforce these  
essential behaviors  
through weekly team**

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**huddles It's time to  
invest in building  
loyalty. Even small  
improvements mean a big  
boost to your bottom  
line...and improves your  
business overall.**

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**Interest in algorithmic trading is growing massively – it's cheaper, faster and better to control than standard trading, it enables you to 'pre-think' the market,**

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**executing complex math in  
real time and take the  
required decisions based  
on the strategy defined.  
We are no longer limited  
by human 'bandwidth'. The  
cost alone (estimated at 6**

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cents per share manual, 1  
cent per share  
algorithmic) is a  
sufficient driver to power  
the growth of the  
industry. According to  
consultant firm, Aite

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**Group LLC, high frequency trading firms alone account for 73% of all US equity trading volume, despite only representing approximately 2% of the total firms operating in**

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the US markets.

Algorithmic trading is becoming the industry lifeblood. But it is a secretive industry with few willing to share the secrets of their success.

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**The book begins with a  
step-by-step guide to  
algorithmic trading,  
demystifying this complex  
subject and providing  
readers with a specific  
and usable algorithmic**



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**trading knowledge. It provides background information leading to more advanced work by outlining the current trading algorithms, the basics of their design,**

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**what they are, how they work, how they are used, their strengths, their weaknesses, where we are now and where we are going. The book then goes on to demonstrate a**

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**selection of detailed  
algorithms including their  
implementation in the  
markets. Using actual  
algorithms that have been  
used in live trading  
readers have access to**

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**real time trading  
functionality and can use  
the never before seen  
algorithms to trade their  
own accounts. The markets  
are complex adaptive  
systems exhibiting**

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Operations  
**unpredictable behaviour.**

**As the markets evolve  
algorithmic designers need  
to be constantly aware of  
any changes that may  
impact their work, so for  
the more adventurous**

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**reader there is also a section on how to design trading algorithms. All examples and algorithms are demonstrated in Excel on the accompanying CD ROM, including actual**

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**algorithmic examples which  
have been used in live  
trading.**

**A revealing look at how  
negative biases against  
women of color are  
embedded in search engine**

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results and algorithms Run  
a Google search for “black  
girls”—what will you find?  
“Big Booty” and other  
sexually explicit terms  
are likely to come up as  
top search terms. But, if



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**you type in “white girls,”  
the results are radically  
different. The suggested  
porn sites and un-  
moderated discussions  
about “why black women are  
so sassy” or “why black**

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women are so angry”  
presents a disturbing  
portrait of black  
womanhood in modern  
society. In Algorithms of  
Oppression, Safiya Umoja  
Noble challenges the idea

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**that search engines like  
Google offer an equal  
playing field for all  
forms of ideas,  
identities, and  
activities. Data  
discrimination is a real**

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**social problem; Noble  
argues that the  
combination of private  
interests in promoting  
certain sites, along with  
the monopoly status of a  
relatively small number of**

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**Internet search engines,  
leads to a biased set of  
search algorithms that  
privilege whiteness and  
discriminate against  
people of color,  
specifically women of**

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**color. Through an analysis  
of textual and media  
searches as well as  
extensive research on paid  
online advertising, Noble  
exposes a culture of  
racism and sexism in the**

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**way discoverability is  
created online. As search  
engines and their related  
companies grow in  
importance—operating as a  
source for email, a major  
vehicle for primary and**

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**secondary school learning,  
and beyond—understanding  
and reversing these  
disquieting trends and  
discriminatory practices  
is of utmost importance.  
An original, surprising**



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**and, at times, disturbing  
account of bias on the  
internet, Algorithms of  
Oppression contributes to  
our understanding of how  
racism is created,  
maintained, and**

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**disseminated in the 21st  
century.**

**Redefining Purpose and  
Strategy in the Fourth  
Industrial Revolution  
Computer Science: A Very  
Short Introduction**

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**Artificial Intelligence  
for Marketing**

**Introduction to  
Algorithmic Marketing  
How Search Engines  
Reinforce Racism  
A practical guide to**

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**forming a killer marketing  
strategy through data  
analysis with Python  
Apply modern RL methods to  
practical problems of  
chatbots, robotics,  
discrete optimization, web**

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**automation, and more**  
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The marketing industry is being disrupted right before of our eyes, and the new technological revolution will transform our world. Artificial intelligence is set to change everything we

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know about marketing and how we interact with customers.

Business leaders need to pay attention, or they risk being left behind. Artificial intelligence will drive a massive shift in business models, and will profoundly

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change how businesses and customers communicate. Staying at the forefront of these changes is essential for any business to stay competitive. Data-Driven Marketing with Artificial Intelligence is the definitive

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guide to understanding and using AI in marketing. It is essential reading for corporate and marketing leaders, and anyone seeking to understand how artificial intelligence will lead us into the world of



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tomorrow. Featuring discussions with dozens of industry leaders, it provides both an overview of how AI will continue to affect online marketing, and details of how to implement these new tools into your business. Learn

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how traditional marketing strategies are being replaced by autonomous, data-driven, and self-optimizing systems capable of providing more relevance to each customer, improving loyalty, and ultimately

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increasing the bottom line. After reading this book, you will understand these key topics: \*

The disruption that artificial intelligence and other emerging technologies will have on marketing, sales, and the

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industries that surround them \*

The latest AI-based software  
tools and what they can do for  
marketers today \* Using big  
data, predictive analytics, and  
machine learning in marketing \*  
How to develop and implement

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your own custom AI software \*

The risks AI hold for your job or  
business \* How new

technologies, beyond AI, will  
disrupt marketing even further \*

The legal and ethical aspects of  
using artificial intelligence

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systems Leading experts and technology CEOs believe that soon, nearly every decision we make will be influenced by AI technology. Marketing is no exception, and it will see changes faster and with wider

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adoption than any other. In an AI-enabled world, companies will have to adjust to new purchase patterns to stay in business. Learning about and implementing AI tools will keep your business on the forefront of

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keen to learn how to apply data science to marketing, this book is what you need! It will be beneficial to have some basic knowledge of either Python or R to work through the examples. This book will also be beneficial

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for beginners as it covers basic-to-advanced data science concepts and applications in marketing with real-life examples.

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this fast-moving debate, thirty leading academics and researchers at the forefront of AI technology development come together to explore these existential questions, including Aaron James (UC Irvine), Allan



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The significantly expanded and  
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research areas in artificial intelligence. Reinforcement learning, one of the most active research areas in artificial intelligence, is a computational approach to learning whereby an agent tries to maximize the

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total amount of reward it receives while interacting with a complex, uncertain environment. In Reinforcement Learning, Richard Sutton and Andrew Barto provide a clear and simple account of the field's key ideas

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and algorithms. This second edition has been significantly expanded and updated, presenting new topics and updating coverage of other topics. Like the first edition, this second edition focuses on core

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online learning algorithms, with the more mathematical material set off in shaded boxes. Part I covers as much of reinforcement learning as possible without going beyond the tabular case for which exact solutions can be

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found. Many algorithms presented in this part are new to the second edition, including UCB, Expected Sarsa, and Double Learning. Part II extends these ideas to function approximation, with new sections on such topics

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as artificial neural networks and the Fourier basis, and offers expanded treatment of off-policy learning and policy-gradient methods. Part III has new chapters on reinforcement learning's relationships to

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psychology and neuroscience, as well as an updated case-studies chapter including AlphaGo and AlphaGo Zero, Atari game playing, and IBM Watson's wagering strategy. The final chapter discusses the future



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including forms of artificial intelligence akin to a new species, will cause us to confront profound questions about ourselves. The era of human intellectual superiority is ending, and we need to plan for

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this monumental shift. A Human Algorithm: How Artificial Intelligence Is Redefining Who We Are examines the immense impact intelligent technology will have on humanity. These machines, while challenging our

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personal beliefs and our socioeconomic world order, also have the potential to transform our health and well-being, alleviate poverty and suffering, and reveal the mysteries of intelligence and consciousness.

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International human rights attorney Flynn Coleman deftly argues that it is critical that we instill values, ethics, and morals into our robots, algorithms, and other forms of AI. Equally important, we need to develop

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and implement laws, policies, and oversight mechanisms to protect us from tech's insidious threats. To realize AI's transcendent potential, Coleman advocates for inviting a diverse group of voices to participate in



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designing our intelligent machines and using our moral imagination to ensure that human rights, empathy, and equity are core principles of emerging technologies.

Ultimately, A Human Algorithm is

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a clarion call for building a more humane future and moving conscientiously into a new frontier of our own design. “[Coleman] argues that the algorithms of machine learning—if they are instilled

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with human ethics and  
values—could bring about a new  
era of enlightenment.” —San  
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Over the past sixty years, the  
spectacular growth of the  
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computer is visible for all to see and experience. Yet, the science underpinning this technology is less visible and little understood outside the professional computer science community. As a scientific discipline,

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computer science stands  
alongside the likes of molecular  
biology and cognitive science as  
one of the most significant new  
sciences of the post Second  
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Introduction, Subrata Dasgupta

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sheds light on these lesser known areas and considers the conceptual basis of computer science. Discussing algorithms, programming, and sequential and parallel processing, he considers emerging modern

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ideas such as biological computing and cognitive modelling, challenging the idea of computer science as a science of the artificial. ABOUT THE SERIES: The Very Short Introductions series from Oxford

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perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

This book explores various applications of deep learning-oriented diagnosis leading to

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decision support, while also outlining the future face of medical decision support systems. Artificial intelligence has now become a ubiquitous aspect of modern life, and especially machine learning

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enjoys great popularity, since it offers techniques that are capable of learning from samples to solve newly encountered cases. Today, a recent form of machine learning, deep learning, is being widely used with large,

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complex quantities of data, because today's problems require detailed analyses of more data. This is critical, especially in fields such as medicine.

Accordingly, the objective of this book is to provide the essentials

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of and highlight recent applications of deep learning architectures for medical decision support systems. The target audience includes scientists, experts, MSc and PhD students, postdocs, and any

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readers interested in the subjects discussed. The book can be used as a reference work to support courses on artificial intelligence, machine/deep learning, medical and biomedical education.

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platform and every web-enabled device, algorithms and the artificial intelligence that underlies them make a staggering number of everyday decisions for us,

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a better, deeper, more  
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he gives us a route in,  
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lot like their  
creators--that is, like  
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algorithmic decision-making. He examines episodes like Microsoft's chatbot Tay, which was designed to converse on social media like a teenage girl, but instead

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***massive scope increase,  
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***sophisticated predictions.***

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strategy becomes a whole  
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***reshaping competition,  
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companies obsolete and  
creating social change. In  
response, the role of the  
manager needs to urgently***



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*Companies need to rethink  
their purpose, strategy,  
organisational design and  
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Crucially they will also need  
to consider how to nurture*

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leaders of the future and  
develop new ways to interact  
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build effective intelligent systems  
Futurists are certain that humanlike  
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across data sets, while common

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sense is based heavily on conjecture. Erik Larson argues that hyping existing methods will only hold us back from developing truly humanlike AI.

Advanced Customer Analytics provides a clear guide to the

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specific analytical challenges faced by the retail sector. The book covers the nature and scale of data obtained in transactions, relative proximity to the consumer and the need to monitor customer behaviour across multiple channels.

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The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design. A

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practical, no-nonsense approach to complex scenarios is taken throughout, breaking down tasks into easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. Advanced

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Customer Analytics does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards making the right choices for analysing their data.

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*Longlisted for the National Book  
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models that pervade modern life --  
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fabric We live in the age of the*



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*algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical*

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*models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being*

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*used today are opaque,  
unregulated, and uncontestable,  
even when they're wrong. Most  
troubling, they reinforce  
discrimination: If a poor student  
can't get a loan because a lending  
model deems him too risky (by*

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*virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for*

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*democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and*

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*students, sort r sum s, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate*

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*their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National*

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*Guardian, Best Books of 2016 --  
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Artificial intelligence (AI) has  
grown in presence in asset  
management and has*

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*revolutionized the sector in many ways. It has improved portfolio management, trading, and risk management practices by increasing efficiency, accuracy, and compliance. In particular, AI techniques help construct*

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*portfolios based on more accurate risk and return forecasts and more complex constraints. Trading algorithms use AI to devise novel trading signals and execute trades with lower transaction costs. AI also improves risk modeling and*

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*forecasting by generating insights from new data sources. Finally, robo-advisors owe a large part of their success to AI techniques. Yet the use of AI can also create new risks and challenges, such as those resulting from model*

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*help if you have prior experience  
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**prioritization including header bidding. Chapter four is all about data and ad targeting.**

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**expands the scope of this book into mobile. Mobile cookies, cross-device identification solutions, or location data are covered here. Chapter six offers an overview of the current issues discussed across the digital ad industry - including fraud, viewability,**

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