

# VOICE MARKETING

## HARNESSING THE POWER OF CONVERSATIONAL AI TO DRIVE CUSTOMER ENGAGEMENT

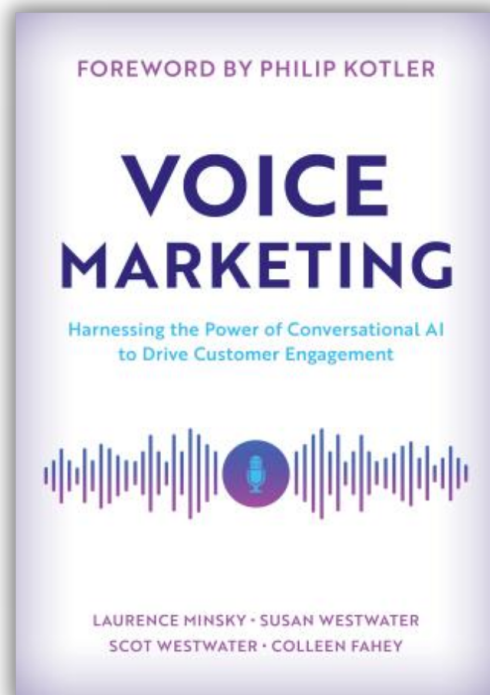
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*Voice Marketing* charts the many possibilities for a completely new form of interaction between customers and brands. Progress in this field will happen very fast, and the rewards for people who master the interface first will be disproportionately large. Reading this book will improve your odds immensely.

— Rory Sutherland, vice chair, Ogilvy,  
and author of *Alchemy: The Dark Art and Curious Science of  
Creating Magic in Brands, Business, and Life*

Voice-enabled technologies are an integral part of our lives, and they present vast opportunities for marketers who are up to the challenge. With *Voice Marketing: Harnessing the Power of Conversational AI to Drive Customer Engagement*, marketers learn key strategies and tactics of the voice world while following a clear roadmap for developing and executing a voice marketing program.

Filled with real-world examples and behind-the-scenes stories, *Voice Marketing* is grounded in research-based theory and decades of experience. Case studies from the Allstate, Butterball, Coca-Cola, Domino's, Lucky Charms, Mercedes, Nike, Sony, Tide, and more combine with guest perspectives from the worlds of conversational AI, voice technology, academia, and marketing to deliver a ready-to-implement plan for success in the voice environment.



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