

INDEX

A

- Absolute value function, 48, 196
- Accenture, 209
- Acura, 175
- Adjacency expansion, 129
- Advertising costs:
 - rationalizing of, 24–25
 - and time compression, 178–181
- Advocacy, consumer, 142–143
- Agreeableness (personality trait), 167–168
- Ahrendts, Angela, on consumer data, 26
- AI, *see* Artificial Intelligence
- “AI-complete” problem, 61
- Algebra, 78
- Algorithms, xxiii
 - forecasting/prediction, 54–61
 - for future creative/research agencies, 203–204, 221–223
 - genetic, 87–92
 - for identifying product contexts, 125–126
 - NLP, 61–70
 - for promotions, 139–140
 - tasks executed by, 3–5
- Algorithmic Pricing, 131
- Alpha-beta search (game AI), 42
- AlphaGo, 39
- AlphaZero, 2, 39–40, 49
- Altman, Sam, on AI, xxv
- Amazon, 22, 111, 196, 211, 219–220
- Ambiguity score, 186
- Anomalies, detecting, 116–117
- Apple, 220
- Ariely, Dan, on Big Data, 181
- Armstrong, Stuart, on difficulty of programming, 153
- Artificial Intelligence (AI):
 - defined, xxii
 - latest capabilities of, xxv
 - partnerships with, 195–196
- Artificial selection, 88
- Association, 103
- ATM fees, 136
- Attitude, 21
- Auto-completion, 62, 65
- Automatic rule inference, 10
- Automatic translation, 69
- Average values, 19
- Awareness, consumer, 141

B

- B2B (business-to-business), 189–190
- Backus, John, 93

- Backward chaining, 10
 - Bait and switch price, 137
 - Barksdale, Jim, 141
 - Barron's*, 110
 - Baseball, 82–83
 - BASIC, 94
 - Bayesian algorithms, 104
 - Bayesian classifiers, 53–54
 - Bayes' theorem, 53
 - BCG, 194
 - Behavioral data, 155
 - Bell Labs, 93, 95
 - Berriman, Richard, 185
 - Best Buy, 174
 - Big 5 personality traits, 163
 - Big Data, xxiv, xxv, 16–17
 - and future of creative/research agencies, 215
 - Machine Learning and, 21
 - Big Data algorithms, in MATLAB, 97
 - Black swan events, 86
 - Blasts from the past, 189
 - Blue states, 110
 - Booz Allen, 194
 - The Boring Company, 174
 - Bostrom, Nick, 90–91
 - Botvinnik, Mikhail, 38
 - Boyce, Raymond, 93
 - Brain(s), 221
 - computers vs., 29–37
 - and language learning, 62–63
 - Brands, 161–175
 - celebrity spokesperson selection for, 171–172
 - leadership assessment of, 170–171
 - local, 23
 - machine-based tracking of, 169–170
 - and M&A portfolio creation, 172
 - and personality types, 162–169
 - and product name creation, 173–175
 - Brand filters, 180
 - Brand leadership, 170–171
 - Brand Personality, 162–169
 - Brand semioitics score, 187
 - Bricklin, Dan, 71
 - Budgeting, 200
 - Bundling options, creating, 128–129
 - Business strategy, 194–195
 - Business-to-business (B2B), 189–190
- C**
- C (computer language), 94
 - C#, 96
 - C++, 95
 - Calculus, 79
 - California Pizza Kitchen, 174
 - Call center data, 111
 - Candidate moves, 38
 - Capablanca, José Raúl, 37
 - Caterpillar, 174
 - Celebrity spokespersons, 171–172
 - Census Bureau, 72–73
 - Chaining, 10, 13
 - Chamberlin, Don, 93
 - Charity, 150
 - Chatbots, 196
 - Chess, 37–40
 - China, 211
 - Chinese language, 69–70
 - Churchill, Winston, 37
 - Clarke, Arthur C., xxi, 26

- Classification:
 - algorithms for, 45–54
 - clustering vs., 51
 - of customers, 4
 - Supervised Learning for, 101
- Client–vendor interactions,
 - evolving, 208–209
- Clinton, Hillary, 110
- Clustering. *See also* Customer segmentation
 - algorithms for, 45–54
 - classification vs., 51
 - of customers, 4
- Unsupervised Learning for, 103–104
- CNN, 110
- Co-creation, 27
- Codd, Edward F. (Ted), 71, 94
- Collaboration (personality trait), 167–168
- Collective anomalies, 117
- Combinations, product concept
 - ideas based on, 126–127
- Common sense, 11
- Competitive block price, 137
- Computers, brains vs., 29–37
- Computer chips, 35–36
- Computer languages, 70, 93–96
- Concept learning, 13
- Conditioned stimulus, 13
- Conscientiousness, 165–166, 170
- Conscious data, 121, 127–128
- Consumer chooses price, 136
- Consumer financial data, 109
- Consumer purchase data,
 - completing, 114
- Context score, 187
- Contextual anomalies, 117
- Contextual data, 155
- Contrast price, 138
- Conversations, 31
- Copy testing, neuroscience rule-based systems for, 185–187
- Core War (game), 90
- Cost of common goods, 112
- Cost-per-click (CPC), 110, 121
- Cost reduction, 21
- Counter price, 138
- CPC (cost-per-click), 110, 121
- Creative storytelling, 177–192
 - algorithms for, 177–178
 - and fading/micro trends, 188
 - and news–story blending, 190
 - and past trends, 189
 - programmatic, 191–192
 - and programmatic buying, 183–185
 - and relationship management, 190–191
 - and RFPs, 189–190
 - rule-based expert systems for testing effectiveness of, 185–187
 - templates for, 181–183
 - and time compression, 178–181
- Creativity, 164
- Crick, Francis, 89
- Cultural data, 155
- Customers:
 - clustering/classifying, 4, 45–54
 - understanding personalities/preferences of, 4
- Customer relationship management, 190–191
- Customer segmentation, 153–160
 - analytical tools for, 156
 - defined, 154
 - inputs/data for, 154–156
 - steps in, 156–160

D

Dans, Enrique, on AI, 29
 Dartmouth College, 93
 Darwin, Charles, 88
 Data:
 for customer segmentation, 154–156
 filling gaps in, 19
 gathering the right, 4
 for machine-based pricing analysis, 132–134
 for Product Innovation, 120–121
 Databases, as part of expert systems, 15
 Data cleansing, 18
 Data models, 72
 Data normalization, 115, 116
 Data sources, 108–112
 Davenport, Thomas H., on Big Data, 132
 Decision trees, 52–53
 Deep Learning (DL), xxiv–xxv, 97–98. *See also* Hierarchical Deep Learning (HDL)
 Deloitte, 209
 Demand-based price, 138
 Demand-based surge price, 136
 Demographic data, 109–110, 121, 155
 Dependent variables, 78–79
 Dewdney, A. K., 90
 Digital media consumption data, 111
 Dimensionality reduction, 4, 104–105
 Direct-to-Consumer (DTC) approach, 129, 136
 Discrimination learning, 13
 Distance fictions, 46–47

DL, *see* Deep Learning
 DNA, 88, 89, 91–92
 Dodge, Christopher, on consumers' belief about AI, 150
 Domain knowledge, 5
 Dominant metaphors, 146, 151, 180
 Domingos, Pedro, 61
 Drucker, Peter, on the purpose of business enterprises, 26
 Dummy data, cleaning up, 113–118
 Dynamic pricing, 134–136
 Dynamic systems, 54
 Dyson, George, on AI, 99

E

Economic index data, 110
 Educated guesses, 11
 Eich, Brendan, 96
 Emergent metaphors, 146, 151, 180
 Emotional volatility (personality trait), 168–169
 English, Trevor, on AI, 161
 English language, 63–64
 Enjoyment, consumer, 142
 Environmental data, 118
 Epoch, 20
 Error score, 186
 Euclidean distance, 47, 50
 Euler's formula, 51
 Evaluation function, 41–42
 Evolution, 88
 Expert systems, 8, 14–16, 85
 Extensions, product, 129
 Extraversion, 166–167, 170
 ExxonMobil, 174

F

Facebook, 22
 Facet-based segmentation, 159

- Facial recognition, 22
- Factor analysis, 82
- Fading fads, 188
- Failed initiatives, pulling the plug on, 199–200
- FedEx, 174
- Ferrari, 174
- Few, Stephen, on numbers, 3
- Financial data, consumer, 109
- Financial industry, 59
- Financial websites, 110
- Focus group data, 111
- Forbes*, 26
- Forecasting algorithms, 54–61
- FORTTRAN, 93
- Forward chaining, 10
- Fourier analysis, 56–57
- Frankston, Bob, 71
- Free for the first six months, 138
- Freemium price, 137
- Functions, 100
- Future of AI marketing, 193–201
 - and budgeting/planning, 200
 - and business strategy, 194–195
 - and HR, 196–199
 - and human supervision, 199–200
 - and identifying future marketers, 200
 - and outsourcing, 195
 - and partnerships with AI, 195–196
 - and pulling the plug on failed initiatives, 199–200
- Fuzzy logic, 86–87
- G**
- Gagan, Robert, on hierarchical learning, 12–13
- Galileo, 216
- Gaps, filling the, 19
- Gelernter, David, on future of AI, 203
- General Electric, 174
- Genetic algorithms, 87–92
- Gentleman, Robert, 95
- Geographic data, 155
- Geographic Information System (GIS) software, 114
- Geospatial data, filling in, 114
- Gerbert, Philipp, 5, 102
- Gerry, Elbridge, 47
- Gerrymandering, 47
- Ghosh, Sudipto, on AI, 131
- GIS software, 114
- Github, 208
- Gmail, 22
- Go (game), 38–39
- Goldman, William, 24
- Goodell, Jeff, on AI, 177
- Goodness of fit, 46–47, 100–101
- Google, 2, 174
 - “Deep Mind” unit of, 39
 - ML used by, 22
 - Ngram Viewer of, 65–66
 - Word2Vec tool of, 66–69
- Google CPC data, 110
- Google Earth, 114
- Google Street View, 110
- Gosling, James, 96
- Gradient descent (game AI), 43, 49, 81
- Grammar, 64
- Groups, usable, 103
- Group Method of Data Handling (GMDH), 118

H

Handwriting recognition, 31
 Harmony (personality trait),
 167–168
 Hassabis, Demis, 39–40
 Hawking, Stephen, on AI, xv
 Hawkins, Jeff, on intelligence, 77
 Hawksworth, John, 185
 HDL (Hierarchical Deep
 Learning), 14
 Heliograf, 144
 Hesse, Hermann, 1
 Heuristics, 11–12
 Hewlett Packard, 174
 Hierarchical algorithms, 104
 Hierarchical Deep Learning
 (HDL), 14
 Hierarchical learning, 12–14
 Hierarchy of needs, 149
 Home Depot, 196
 Housing market data, 112
 HR, 196–199
 Human supervision, 199–200
 Hyperplanes, 80–81

I

IBM, 69, 71, 93, 174
 IF-THEN statements, 8,
 14–15
 Ihaka, Ross, 95
 Implicit humanity score, 186
 Independent variables, 78–79
 India, 195
 Induction, 20
 Inference engines, 10–11, 15
 Information, product, 142
 Infosys, 195
 Info teasers, 141

Innovation, *see* Product Innovation

Inputs:

 for customer segmentation,
 154–156
 for machine-based pricing
 analysis, 132–134
 for Product Innovation, 120–121

Inquiries, consumer, 142

Instagram, 120, 179

Intel Corporation, 36

Intelligence, defined, xxi

Intermediate layers, 36

Internet, 16–17

Intuition, 85–86

Inverse hierarchy of needs, 149–150

iPod, 175

J

James, Bill, 82, 83

Java, 96

JavaScript, 96

Jeopardy, 69

Jones, D. G., 90

K

Kapor, Mitchell, 69–70

Kasparov, Garry, 38

Kauai, 9

K centers algorithm, 49–50

Keeler, Mark R., 17

Kemeny, John, 93

Keys, 72

KFC, 174

Kinkos, 174

Kiron, David, 5, 102

Kolmogorov complexity, 61

Krispy Kreme, 174

Kubrick, Stanley, xxi

L

Landscape navigation, 31
 Lang, Andrew, on statistics, 18
 Language(s):
 complexity of, 62–66
 intangibles in, 4
 natural vs. computer, 70
 and neurological codes, 145–147
 Lasker, Emanuel, 37
 Leadership:
 AI and idea of, 197
 and personality, 170–171
 Learning:
 by brain vs. computer, 34–36
 hierarchical, 12–14
 reinforcement, 20, 35–37,
 105–106
 supervised, 20, 48–49, 60,
 100–102
 unsupervised, 20, 49, 102–105
 Least-squares regression, 58
 Levy, Heather Pemberton:
 on authoring of business
 content, 143
 on robo-bosses, 22
 on smart agents, 23
 on tracking devices, 187
 Lifestyle data, 155
 Likeness, 102
 Linear algebra, 79–80, 82
 Linear models, 79
 Linear relationships, 78
 LISP, 93
 Local brands, 23
 Localization, 23
 Local optima, 50
 Logic, 83–84
 Lohr, Steve, on intuition, 11

London Fog, 174

Loss leader price, 137

Loyalty card data, 109, 112

Luxury extensions, identifying, 130

Lyric semiotic score, 187

M

McCarthy, John, 93

McDonald's, 129

Machine Learning (ML), xxiii–xxiv,
 19–22

 and choice of metaphors,
 143–144

 MATLAB for, 97

 opportunity areas for, 22–27
 rule-based systems vs., 8–9

McKinsey, 194, 209

Marketers:

 challenges facing, 1–5

 identifying future, 200

Marketing agencies, 203–223
 algorithms for, in the future,
 203–204, 221–223

 and Big Data, 215

 challenges facing, 210–214,
 220–221

 characteristics of ML- and AI-
 enabled, 206–208

 creative execution by, 217–219

 and evolving client–vendor
 interactions, 208–209

 and future of retail, 219–220
 showcasing of successes by,
 209–210

 strategic development by,
 215–217

Markov Decision Process, 106

MathWorks, 95

- MATLAB, 95–98
 Matrices, 79–80
 Matrix equations, 79–80
 Media consumption data, 111, 112
 Memes, 184–185
 Men, language of promotion geared to, 146
 Mergers and acquisitions (M&As), 172
 Metaphor-based segmentation, 158
 Metaphors, 25–26, 109
 classification of, 146
 identifying, 123–125
 ML and choice of, 143–144
 and switching, 151
 for time-compressed advertising, 179–181
 Metaphor score, 187
 Metrics, 46
 Microsoft, 96, 200
 Microsoft Excel, 70, 93
 Micro trends, 188
 Missing data, filling in, 113–118
 MIT, 93
The Mitchells vs. The Machines (film), xv
 Mixed methods research, 117
 ML, *see* Machine Learning
 Mobile apps, 111
 Models, 55, 101–102
 Moler, Cleve, 95
Moneyball (film), 83
 Monte Carlo Deep Learning, 40, 42
 Moore, Gordon, 36
 Moore's Law, 35–36, 38, 195
 Motion score, 186
 Move ordering heuristics (game AI), 42
 MSN, 110
 Music score, 187
 Mustang, 175
- N**
- Nabisco, 174
 Names, product/brand, 173–175
 Nash equilibrium, 135
 National Centers for Environmental Information, 56
 National Institute of Standards and Technology, 73
 Natural language, 70
 Natural Language Processing (NLP), xxv, 17, 61–70
 Natural selection, 88
 Netflix, 22, 211, 220
 Netscape, 96
 Neural networks, xxiv, 20, 34, 35, 88, 97–98
 Neural Network Toolbox, 97–98
 Neurological codes, language and, 145–147
 Neurons, 33
 Neuroticism (personality trait), 168–169
 New experiences, openness to, 164–165
 Ngram Viewer, 65–66
 Nguyen, Khang Kijarro, on flaws, 7
 Nike, 174
 Nikon, 174
 Nimzowitsch, Aron, 37
 NLP (Natural Language Processing), 61–70
 No cortisol beginnings score, 186
 Non-conscious data, 123–126

- Non-conscious media consumption data, 112
- Nonlinearity, 11–12
- Normalization, 115, 116
- Novelty score, 186
- NP-complete, 49
- O**
- Occam's razor, 60
- Odd price, 137
- Offerings, segment-specific, 160
- Offers, *see* Promotions
- Older adults, language of promotion geared to, 146–147
- “On Computable Numbers” (Turing), 92
- One-click ordering, 142
- Online sales data, 108–109
- Openness (personality trait), 164–165, 170
- Operant conditioning, 13
- Optical illusions, 187
- Optimization problems, 105
- Orderly progression (personality trait), 165–166
- Outcomes, predicting, 3–4
- Outliers, detecting, 116–117
- Outsourcing, 195
- P**
- Parallel processing, 31–32
- Parameters, 60
- Partitional algorithms, 104
- Past trends, 189
- Pattern recognition, 37
- Pavlov, Ivan, 13
- Paying, converting free to, 144–145
- Pay what you feel price, 137
- PCA, *see* Principal component analysis
- People, targeting the right, 4
- Periodicity recognition, 56–57
- Personality types, and brand, 162–169
- Personalization, 219
- Pharma Bro, 136
- Pinterest, 120, 174
- Planning, 200
- Point anomalies, 117
- Pokemon Go, 188
- Poker, 86
- Politicians, 47
- Popular culture, 120–121
- Positivity (personality trait), 166–167
- Postal addresses, 71–75
- Prediction algorithms, 54–61
- Predictive analytics, 21
- Predictive Customer Service, 106
- Premiumization, 130
- Pricing, 131–138
 - control theoretic approach to dynamic, 135–136
 - inputs for machine-based analysis of, 132–134
 - rule-based heuristics engine for modifications in, 136–138
- Pricing Dynamics, 132
- Pricing floor, 136
- Principal component analysis, 78–83
- Principal Components Analysis (PCA), 81–82, 105, 156–158
- Printify, 175
- Privacy, Big Data and loss of, 17
- Problem solving, 13

- Product Innovation, 26, 119–130
 - analytical tools for, 122–123
 - inputs/data for, 120–121
 - steps in, 123–130
 - Product life cycles, 211
 - Product names, 173–175
 - Product reviews, 111
 - Prefix max price, 136
 - Programmatic buying, 183–185
 - Programmatic storytelling, 191–192
 - Promotions, 139–151
 - based on loyalty data, 147–151
 - converting/upgrading/upselling, 144–145
 - language and neurological codes of, 145–147
 - and switching algorithms, 151
 - templates for, 143–144
 - timing of, 141–143
 - Psychographic data, 155
 - Purchase consideration, 142
 - Pythagoras, 47
 - Python, 95
- Q**
- Quantitative data, 117
 - Questions, asking the right, 4
- R**
- R (computer language), 95–96
 - RAD JAD, 208
 - Random data, 113
 - Random Forest, 101
 - Random walk, 58–59
 - Ranges, normalizing across, 116
 - Ransbotham, Sam, 5, 102
 - Razr, 174
 - R&D, 26, 121. *See also* Product Innovation
 - Real-time capability, 21
 - Recognition, 34–35
 - Red states, 110
 - Reeves, Martin, 5, 102
 - Regression methods, 97, 101
 - Regression models, 57
 - Reinforcement learning, 20, 35–37, 105–106
 - Relationship management, 190–191
 - Requests for proposals (RFPs), 189–190
 - Restaurant wine price, 137
 - Retail, future of, 219–220
 - Retail data, 108
 - Reverse pop-out price, 137
 - Review data, 111
 - RFPs (requests for proposals), 189–190
 - Ring, 174
 - Ritchie, Dennis, 93
 - Robo-bosses, 22
 - Rule-based systems, 8–9, 52–53, 86, 128, 185–187
 - Rule learning, 13
 - Rules of thumb, 11
- S**
- Sales data, online, 108–109
 - Sales pitches, 189–190
 - Scalar outcome value (game AI), 42
 - SCHEME, 93
 - Schneider, Susan, on AI, 107
 - Schubert, Gary, 17
 - Seasonality, eliminating, 115–116

- Segmentation, *see* Customer segmentation
- Selection, evolution *vs.*, 88
- Semantics, 64
- Sentence structure, 64
- Sequential processing, 31–32
- Shannon, Claude, 30, 38
- Shogi (game), 40–41
- Signal learning, 12–13
- Singularity, 213
- Skinner, B. F., 13
- Slow motion, 187
- Snapchat, 179
- Social data, 156
- Social listening, 24
- Social media, 23–24
- Social media data, 109
- Socrates, 85
- Sound score, 186
- Source code, 89
- Spelling bees, 63
- Spic and Span, 175
- Spice Market, 174
- Spreadsheets, 70–71
- SQL (Structured Query Language), 73, 94
- Stalin, Joseph, 38, 92
- Stanford University, 110
- Staples, 175
- Starbucks, 188
- Static systems, 54
- Statistical analysis, MATLAB for, 97
- Steinitz, Steinitz, 37
- Stimulus-response learning, 13
- Stochastic models, 58–61
- Stockfish, 39–40
- Stock market, 197–198
- Stock market data, 110
- Stoll, Cliff, 17
- Store-within-a-store, 150–151
- Strategy, business, 194–195, 215–217
- Stroustrup, Bjarne, 95
- Structured content, 21
- Structured Query Language (SQL), 73, 94
- Sum of the squares of the errors, 79
- Sun, Leo, 19
- Sun Microsystems, 96
- Superintelligence* (Bostrom), 90–91
- Supervised Learning, 20, 48–49, 60, 100–102
- Supervision, human, 199–200
- Surge price, demand-based, 136
- Survey data, 111
- Suster, Mark, on need to learn about AI, 139
- Switching, 151
- Syllogisms, 83
- Syntax, 64
- T**
- Taleb, Nassim, 86
- Talkability (personality trait), 166–167
- Target, 21
- Tarrasch, Siegbert, 37
- Taxicab distance, 47–48
- Tay, 200
- Taylor, William A., on AI, 193
- TCS, 195
- Technical analysis, 59
- Technology, using the right, 4–5
- Teens, language of promotion geared to, 146
- Thrun, Sebastian, 119
- Time-compressed advertising, 178–183

Time series, 55–56
 Timing, of promotions, 141–143
 Tones (in Chinese), 69–70
 Tracking, brand, 163, 169–170
 Transactions, consumer, 142
 Transduction, 20
 Translation, 31, 62, 69
 Travelocity, 175
 Trebek, Alex, 69
 Trends, 122–125, 188–190
 Trial and error, 11
 Triangle inequality, 46
 Trout, Mike, 82
 Trump Tower, 174
 Truth tables, 84
 Turing, Alan, 30, 31, 37, 88, 92
 Turing Machine Code, 92, 93
 Turing Test, 31, 61
2001: A Space Odyssey (film), xxi–xxii
2010: Odyssey Two (Clarke), 26

U

Uber, 135, 136
 Ultra premium price, 138
 University of Auckland, 95
 University of New Mexico, 95
 UNIX, 93
 Unsupervised Learning, 20, 49, 102–105
 Upgrading, 144–145
 Upselling, 144–145
 Usable groups, 103
USA Today, 174
 User interfaces, as part of expert systems, 15

V

Van Rossum, Guido, 95
 Variables, 78–79, 81

Vector of move probabilities (game AI), 42
 Vendor–client interactions, evolving, 208–209
 Verbal association, 13
 Verbatim, 111
 Vibert, Jim, 45
 Vimeo, 175
 VisiCalc, 71
 Visual Basic, 93
 Voice-over score, 186
 Volvo, 175
 Von Neumann, John, 30, 31, 88
 Von Neumann bottlenecks, 32
 Voronoi cells, 50–52
 Voting data, 109–110

W

The Wall Street Journal, 110
 Walmart, 196
 Washington Post, 22
 Waste reduction, 21
 Watson, James, 89
 Watson (IBM computer), 69
 Weather data, 111, 118
 Weather forecasting, 56–60
 Women:
 language of promotion geared to, 146
 and voice-overs, 186
 Word2Vec, 66–69
 Workarounds, 11, 112–113
 World War II, 37

Y

Yelp, 111
 YouTube, 120, 175

Z

Zip codes, 71–72

