

doi: 10.3935/rsp.v32i1.77

## SOCIJALNA GERONTOLOGIJA

**Ana Štambuk, Silvia Rusac (ur.)**

Zagreb: Pravni fakultet Sveučilišta u Zagrebu, 2024., 620 str.

Knjiga *Socijalna gerontologija*, koju su uredile Ana Štambuk i Silvia Rusac, kapitalno je domaće djelo na području gerontologije, objavljeno 2024. godine u izdanju Pravnog fakulteta Sveučilišta u Zagrebu. S obzirom na sve izraženiju potrebu za znanstvenim, interdisciplinarnim pristupom starenju i starijoj dobi, ova knjiga predstavlja vrijedan doprinos akademskoj i stručnoj zajednici. Na 620 stranica i kroz 26 poglavlja, autori i autorice različitih profila donose sveobuhvatan pregled ključnih aspekata starenja – od demografskih promjena do konkretnih izazova u skrbi, zakonodavstvu i svakodnevnom životu starijih osoba.

Strukturirana tako da se najprije bavi temeljnim konceptima i teorijama starenja, knjiga uvodi čitatelja u društveni, biološki i psihološki kontekst starosti. Naglasak na demografskoj tranziciji i njezinim posljedicama jasno ukazuje na sve kompleksnije zahtjeve koje starenje stanovništva stavlja pred sustave skrbi, javne politike i društvene resurse.

U središnjem dijelu knjige nalaze se poglavlja koja se bave fiziološkim, kognitivnim i psihosocijalnim aspektima starenja. Posebno se ističu teme vezane uz zdravlje i morbiditet, kognitivno opadanje i demenciju, uključujući vrlo detaljan prikaz Alzheimerove bolesti i njezina učinka na obitelj i sustav skrbi. Ova poglavlja snažno naglašavaju važnost integrirane, holističke i *person-centred* skrbi, uz uvažavanje emocija i potreba oboljelih i njihovih njegovatelja.

Psihosocijalna dimenzija starenja obrađena je kroz teme emocionalnog funkci-

oniranja, kvalitete života, usamljenosti i važnosti socijalne podrške. Autori ističu kako dobrobit u starijoj dobi ne proizlazi isključivo iz zdravstvenog statusa, već i iz socijalne povezanosti, osjećaja smisla i uključivanja u zajednicu.

Važan doprinos knjige je njezina orijentacija prema aktivnom i uspješnom starenju, što se posebno očituje u poglavljima o tjelesnoj aktivnosti, slobodnom vremenu i obrazovanju starijih osoba. Time se promiče pozitivna paradigma starosti koja starenje ne promatra kao pasivnu životnu fazu, već kao razdoblje s raznolikim mogućnostima za rast, uključivanje i doprinos.

Poglavlja posvećena skrbi za starije osobe obrađuju teme poput životnih aranžmana, institucionalne i kućne skrbi, formalnih i neformalnih njegovatelja, palijativne skrbi te izazova u organizaciji dostupnih usluga. Posebna pažnja pridana je zahtjevima skrbi u uvjetima kroničnih bolesti i funkcionalne ovisnosti, kao i ulozi obitelji u pružanju podrške.

U sociopolitičkom segmentu knjiga donosi poglavlja o ekonomskim aspektima starenja – mirovinskim sustavima, siromaštvu i socijalnoj isključenosti – kao i o pravima starijih osoba, etici i nasilju u starijoj dobi. Osobito vrijedi istaknuti senzibilitet autora za nejednakosti u dostupnosti resursa i usluga, kao i za pitanje društvene pravde i dostojanstva starijih osoba.

Zanimljivost knjige je i njezino otvaranje tema koje se rjeđe obrađuju u gerontološkoj literaturi – duhovnosti i religioznosti, tjelesnoj aktivnosti i prehrani u starijoj dobi, kao i novim metodološkim pristupima istraživanju starosti. Na taj način, knjiga ne ostaje u okviru tradicionalne gerontologije, već potiče i na razvoj novih istraživačkih i stručnih paradigmi.

Znanstvena relevantnost knjige očituje se i u temeljitom korištenju literature, uključivanju recentnih istraživačkih nala-

za i u nastojanju povezivanja teorije i prakse. Pristup je inkluzivan i uvažava rodne, kulturne i teritorijalne specifičnosti, čime se naglašava važnost kontekstualizacije starosti. Knjiga je strukturirana jasno i pregledno, s ujednačenim stilom pisanja i izraženim pedagoškim potencijalom.

Kritički gledano, iako se knjiga odlikuje iznimnom širinom i raznolikošću pristupa, pojedina poglavlja mogla bi dublje razmotriti digitalnu transformaciju u području skrbi i zdravstva, poput uloge tehnologije u samostalnom životu starijih osoba, digitalne pismenosti i pristupa digitalnim uslugama. Također, iako se komparativni pristupi spominju, dodatne usporedbe s praksama i pokazateljima iz drugih europskih država mogle bi dodatno ojačati političke i praktične preporuke.

*Socijalna gerontologija* donosi sustavno, aktualno i stručno utemeljeno znanje koje je prijeko potrebno u vremenu intenzivnih demografskih promjena. Namijenjena je prvenstveno studentima gerontologije, socijalnog rada, sestrinstva, prava i drugih srodnih disciplina, ali i svim stručnjacima koji djeluju u području skrbi za starije osobe te kreatorima javnih politika.

Ovo izdanje zaslužuje mjesto među temeljnim izvorima za obrazovanje i profesionalno usavršavanje u području socijalne gerontologije u Hrvatskoj i regiji. Uz znanstvenu vjerodostojnost i stručnu jasnoću, knjiga nadilazi akademske okvire te pruža poticaj za daljnji razvoj društvenih politika koje prepoznaju dostojanstvo, različitosti i potencijale starijih osoba.

Jelena Lučan, mag.med.techn.

Doktorantica socijalne gerontologije

Dom za starije osobe Mali Kartec

doi: 10.3935/rsp.v32i1.78

## **SOCIAL WORK AND SOCIAL POLICY TRANSFORMATIONS IN CENTRAL AND SOUTHEAST EUROPE**

**Maja Gerovska-Mitev (Ed.)**

Cham: Springer Nature, 2025, p. 200.

This volume edited by Maja Gerovska-Mitev provides in-depth chapters on social work and social policy developments and challenges in Austria, Croatia, the Czech Republic, the Federation of Bosnia and Herzegovina, North Macedonia, the Republic of Srpska, Serbia, and Slovenia. Universities from all of these countries or entities are members of the Central European Social Policy and Social Work Network (CESPASWON) founded in 2019. The case selection reflects membership in this network and, as such, provides a good opportunity to engage with developments in both Central Europe and the Western Balkans. Due to their, for example, different status when it comes to membership in the European Union or the different complexity of welfare system arrangements, these countries are not very often studied together. Most country/entity chapters contain subsections on the main existing social policy discourses, the state of social work services, reactions to COVID-19, and the main current challenges. The introductory and conclusion chapters provide an overview of the approach taken, main social work and social policy developments, assessments made, and lessons learned.

Despite some criticised developments in the volume, one can, first of all, infer from it that there is no apparent uniform replication or emulation of the policies that surfaced in Hungary and Poland during their recent illiberal turn. For example, in

Serbia, the political changes since 2012 under the dominance of the right-wing Serbian Progressive Party (SNS) have been translated to a policy change towards “conservative and patriarchal values” and a “discourse on families as the main pillar of society, with strong advocacy for pro-natalist objectives” (Chapter 6, p. 108). In North Macedonia, under the right-wing International Macedonian Revolutionary Organisation – Democratic Party for Macedonian National Unity (VMRO-DPMNE), during the period (2008-2017), policies that aimed at fertility increase were followed as well (Chapter 7, p. 130). However, in the cases covered, there were overall no radical policy shifts that cumulatively amounted to radical re-traditionalisation, regenderisation, and nativist citizenship reconstruction of the level seen particularly in Hungary during the last decade.

A more universal development across countries seems to be the weak and declining quality of poverty protection. The chapter on Austria speaks of “the abolition of minimum security” and “setbacks in the fight against poverty” (p. 29); the chapter on Croatia argues that minimum income benefits are not “particularly effective in combating poverty” (p. 88); the chapter on North Macedonia describes the increased categorisation of benefits under VMRO-DPMNE (p. 130); and chapters on Serbia (p. 110) and particularly the Federation of Bosnia and Herzegovina (p. 53) and the Republic of Srpska (p. 166) point to very or extremely low levels of coverage of the poor by minimum income benefits. The chapter on the Czech Republic describes continued problems with “socially excluded localities” (Chapter 3, p. 51). Moreover, both the chapters on the Czech Republic and Croatia speak of the high level of indebtedness of families and individuals (p. 49 and p. 88). Nevertheless, in Slovenia, some recent improvements in eligibility

criteria led to an increase in coverage via minimum income benefits (p. 61).

One of the most unique contributions of the volume, particularly from a comparative perspective, is the insight into developments in social work services. The chapters describe both the pluralisation of social work (engagement of the private and civil society sectors in addition to the public sector) and also, often, the marginalisation of social work services and social work as an occupation. The chapter on Austria (p. 28) speaks of a shortage of qualified personnel; the chapter on the Czech Republic (p. 50) on growing and unmet demand for services; the chapter on Slovenia (p. 68) on new forms of management which have reduced contact with service users; the chapters on Slovenia (p. 68), Serbia (p. 116) and North Macedonia (p. 134) speak of heavy workload and burnout; the chapter on Croatia (p. 91) speaks of hypercentralisation, etc. Many of the chapters describe the unfavourable perceptions of the occupation of social work, the fact that often social workers were not considered essential during the COVID-19 pandemic reactions, and difficulties in redirecting social work services for the purposes of addressing new needs such as those towards migrants. Moreover, in some countries, during the COVID-19 pandemic, some of the social work services were reduced or could not be delivered at all.

A juicy side of the chapters are also descriptions of the nationally important social work and social policy discourses as well as national author references. For example, the chapter on Austria speaks about “the end of the Social Democratic rule”, which aimed at the “democratisation of all areas of life” and, subsequently, the emergence of a period of “expertocracy” (Chapter 2, p.19). The chapter on the Czech Republic shows that a human rights-centred approach, influenced by a number of

local authors, has dominated the social policy development in that country during post-socialism (p. 38-19). By contrast, in most Western Balkan cases post-socialist reforms were not centred on democratisation and human rights and were heavily influenced by international financial organisations. The chapter on Serbia, for example, shows that social protection system reforms following the political change in 2000 were prepared within “closed working groups” consisting of state (ministry) representatives and external consultants “who shared neoliberal ideas” but with little inclusion of social policy/work professionals and academic communities (p. 106-107). The chapter on Serbia also nicely describes the development of social work (centres) during socialism and legacies that were (not) passed on.

As the introductory chapter clearly states, the book aimed to provide a “bird’s eye view” (p. 2) concerning recent developments and challenges in social policy and social work, and its major contributions lie here. There is no major theory advanced or news of major policy (paradigm) shifts akin to post-socialist reforms under the influence of the World Bank and similar organisations. However, some of the briefly mentioned concepts, such as social policy as a “living organism” (p. 35), reforms under the New Public Management (NPM) framework (p. 68), classism (p. 23), etc., could provide avenues for more conceptually and methodologically invested future work.

Artan Mustafa

European University Institute (EUI)

<https://orcid.org/0000-0003-4042-6658>

doi: 10.3935/rsp.v32i1.66

## **BUILDING AI-DRIVEN MARKETING CAPABILITIES: UNDERSTAND CUSTOMER NEEDS AND DELIVER VALUE THROUGH AI**

**Neha Zaidi, Mohit Maurya, Simon Grima, Pallavi Tyagi (Eds.)**

New York: Apress, 2024, p. 335.

The book *Building AI-Driven Marketing Capabilities: Understand Customer Needs and Deliver Value Through AI* examines the role of artificial intelligence (AI) and supportive technologies in the process of getting marketing to the next level. The book emphasizes the Customer-centric approach and how Customer-centricity can be more efficient on its journey by utilizing tools like big data, machine learning, and IoT. The book also gives insight into the marketing strategies that can improve customer engagement. It represents a combination of theoretical concepts with practical applications. It can be equally used by academics, marketers, and industry professionals to gain more insights, and use them practically, for their AI-driven capabilities in marketing.

As many other industries, marketing is at a crossroad and there is only one way to go. The technology-driven development is reshaping the industry foundations and practices. The book addresses the need for the organization to jump on the speed train, by leveraging the AI solution. Still, jumping on the train means that you need to be up to speed to catch it. The authors are showing how, by leveraging AI you can better understand, and then improve it and benefit from, consumer behavior, delivering value, and improving product strategies. The insights given in the book can fundamentally change modern marketing practices, and help to meet increasingly challenging Customer demand.

## Content Analysis

The book is divided into 17 chapters. Each chapter gives a different perspective on the application of advanced AI in marketing. The chapters are in logical order, each building upon the previous, and covering practical strategies, ethics topics, and industry-specific insights to present a full view of AI's impact on marketing.

The authors made this book industry-agnostic. It shows that application in marketing is equally possible and efficient in fashion, healthcare, and retail. Also, use-case-wise, it covers various applications from analyzing sentiments and customer segmentation, all with the goal to improve customer satisfaction. Additionally, the book examines the ethical implications of AI in marketing, addressing concerns such as privacy, cyber-ethical awareness, and responsible AI practices.

The following chapters are, logically, setting focus on the strategic insights, helping readers how to create actionable marketing strategies, while taking into account EQ (emotional intelligence) into the equation. The book concludes with discussions on emerging trends, challenges, and future opportunities, guiding researchers and practitioners toward innovative solutions.

## Foundational Concepts

The initial chapters discuss the base and setting the foundation of understanding and using AI in marketing. Chapter 1 focuses on customer engagement via social network platforms, such as Twitter (X) and Instagram, and how important they are in communication with the customers. A thorough comparative analysis of these platforms is given, as well as engagement through traditional media channels, giving the pros and cons of both. It concludes with directions on how AI can improve

interaction with customers, and provide a more personalized experience.

Chapter 2 focuses on the Product Life Cycle Management (PLCM) and how AI can make it better. The integration of AI in PLCM phases – e2e, from design, through supply chain optimization – showcases how costs can be reduced and efficiency increased. This chapter shows how AI can be leveraged to speed up time2market, increase efficiency, as well as provide a competitive advantage for the business.

Chapter 3 deals with customer engagement and its importance. The application of AI in this respect started in the early beginnings of the AI “revolution” with utilization of the chatbots and virtual assistance. The technology that is developing high speed behind AI is also driving these functional areas to a completely new level, making interactions seamless, and almost fully human-like. They are also deep-diving into the challenges of implementing AI in customer service, stressing the importance of balancing automation with a human touch.

## Industry-Specific Applications

Chapters 4–8 are focused on sector-specific applications – fashion and healthcare respectively. Chapter 4 describes the application and leveraging of AI in the specific niche of the fashion industry – textile and sustainable design. The use case is helping to understand how AI can be leveraged to detect defects, optimize production schedules, and promote circular design principles in manufacturing. Case studies provide practical examples of how fashion brands use AI to appeal to tech-savvy millennials.

Chapter 5 deals with and describes the methodology of how to apply AI-powered fuzzy logic to the fashion industry. It covers membership functions, rule evaluation, and defuzzification processes, offering



marketers a step-by-step guide to refining their strategies.

Chapter 8 focuses on another industry-specific use case, and details the role of AI in the creation of the value chain. The authors analyze the use of AI in wearable health tech, robotic surgery, and pharmaceutical marketing, underlying how these technologies improve patient outcomes while optimizing business operations. The discussion tackles the ethics of using machine learning in healthcare, highlighting the need for accountability and transparency.

### **Analytical Techniques and Methodologies**

Chapters 6 and 7 are about sentiment analysis and contextual semantic search (CSS) as tools for understanding customer behavior. The analysis of hotel booking applications and online shopping platforms reveals how businesses leverage AI to enhance satisfaction and gain competitive insights. These chapters also include methodologies for data collection, trend analysis, and visualization, such as sentiment trend charts, making complex concepts easier to grasp.

Chapter 13 offers a more academic perspective, applying bibliometric analysis to examine research trends in AI banking. With tools like thematic maps and word cloud visualizations, the chapter provides a meta-level view of how AI research has evolved, giving readers a broader understanding of the field.

### **Ethical and Practical Challenges**

Chapters 9–11 tackle the topic of ethics. It is a broadly discussed and sensitive topic. Cyber-ethical awareness, discussed in Chapter 9, focuses on issues such as plagiarism and the responsible use of chatbot technologies. The authors provide recom-

mendations for fostering ethical behavior, especially among students and professionals. Chapter 10's analysis of Netflix content trends emphasizes the ethical challenges of AI-driven personalization, while Chapter 11 highlights the darker implications of AI on social media, such as manipulation and bias.

### **Strategic Marketing and Value Creation**

Chapters 12–14 provide actionable frameworks for marketers to align their strategies with customer needs. Chapter 12 discusses customer value modeling, identifying key drivers of customer success and offering insights for strategic decision-making. Chapter 14 emphasizes customer-centric marketing approaches, showcasing techniques for prioritizing consumer needs and delivering tailored solutions.

### **Advanced Applications and Future Directions**

The final chapters (Chapters 15–17) explore cutting-edge applications of AI in the food industry and emotional intelligence in marketing. Chapter 15 introduces AI-based expert systems and machine learning methods for food manufacturing, while Chapter 16 focuses on using AI to understand and connect with consumer emotions. Through case studies such as Coca-Cola's "Share a Coke" and Spotify's "Wrapped", the authors illustrate how AI enhances emotional branding and personalization. Chapter 17 concludes by examining emerging AI trends and their implications for future marketing practices.

### **Integration and Cohesion**

The book integrates theoretical insights with practical tools and case studies, ensuring thematic cohesion. Each chapter

builds upon the previous ones, creating a seamless narrative that guides readers through foundational knowledge, practical applications, and strategic frameworks. The use of real-world examples and analytical techniques reinforces key concepts, making the content accessible and actionable for a diverse audience.

This comprehensive analysis demonstrates how AI is revolutionizing marketing across industries while addressing ethical challenges and offering strategic solutions for sustainable growth. The structure and content ensure relevance for both practitioners and academics, equipping them with the knowledge and tools to thrive in an AI-driven marketing environment.

### Methodology

The methodology adopted by the authors is sound and comprehensive. Aside from the theoretical concepts, it provides a deep dive into the practical applications of those concepts. The real-life examples from the leading companies are given, such as Coca-Cola, Spotify, and Nike. Methodological tools such as sentiment analysis techniques, and fuzzy logic models are described in detail, both their theoretical basis, as well as practical applications, and AI-driven decision-making frameworks are presented, allowing readers to form a complete picture: from theory to practice.

### Key Findings

The authors are deriving key findings as:

1. AI has transformative potential to enhance customer engagement and value creation.

2. AI is a powerful tool, but has to be used ethically and responsibly
3. The customer demands are growing, and we need to have personalized and innovative offers, in order to be capable of competing in the hyper-connected market.

These findings underscore the need for marketers to embrace emerging technologies while balancing ethical considerations.

### Discussion

The book highlights the opportunities to use AI in marketing while giving a detailed glimpse of the associated pros and cons. While AI capabilities are unquestionable and (almost) unlimited, they are followed by ethical dilemmas. The integration of theoretical and practical perspectives makes the book an essential resource for understanding the evolving landscape of marketing.

The integration of AI into marketing practices has brought profound changes, particularly in enhancing customer engagement, optimizing marketing strategies, and aligning them with business goals. The findings of this book align closely with foundational studies in the field, further reinforcing the transformative role of AI.

The insights presented in the book are based on other research, which made foundations in this field, emphasizing the AI role in marketing. Kaplan and Haenlein's (2010)<sup>1</sup> "4Cs framework" is one of the ground-work papers, showing how personalization and content customization en-

<sup>1</sup> Kaplan, A. M., & Haenlein, M. (2010). "Users of the world, unite! The challenges and opportunities of social media". *Business Horizons*, 53(1), 59–68.

hance customer engagement - and here AI can support greatly. Hajli's (2014) conclusions on social media as a satisfaction driver are supported by the authors' research of chatbots and machine learning tools.

Hajli (2014)<sup>2</sup> made already-proven conclusions on how social media is impacting customer satisfaction and brand awareness, supported by AI. The book took these conclusions and then built further with application of the AI in the respective areas, such as chatbots, sentiment analysis, and machine learning in creating seamless and interactive customer experiences. It proves that AI is not only a tool, but goes beyond and is making brand-customer relationship stronger.

Singh and Srivastava (2018)<sup>3</sup> researched how engaging customers via social media can improve customer engagement and satisfaction. In particular, the authors focused on the application of fuzzy logic, and how AI can help to improve those strategies in the FMCG sector.

Verhoef et al. (2010)<sup>4</sup> examined the relationship between customer engagement and loyalty, suggesting that AI tools can significantly enhance these effects. The book extends this discussion by showcasing case studies such as Spotify's "Wrapped" and Coca-Cola's "Share a Coke", which illustrate how AI-powered marketing strategies drive emotional resonance and brand loyalty.

Leung et al. (2013)<sup>5</sup> examined the impact of proactive and reactive social media strategies on customer loyalty. The

book reflects these findings through its analysis of AI's ability to predict customer behavior and tailor responses, ensuring that businesses can engage with customers more effectively and foster long-term relationships.

### About the Editors

The editors of *Building AI-Driven Marketing Capabilities* bring together a wealth of expertise across various domains, ensuring the book's multidisciplinary perspective and practical insights. Neha Zaidi, an accomplished Assistant Professor of Marketing at Sharda University, has over a decade of experience in academia and research. Her work spans areas like sustainable marketing, social media, and tourism, with numerous publications in Scopus-indexed and ABDC journals, reflecting her dedication to advancing knowledge in her field.

Mohit Maurya, with nearly 20 years of academic and professional experience, holds a Ph.D. in Retail Management and has made significant contributions as a researcher, corporate trainer, and consultant. His work with leading institutions and organizations demonstrates his deep understanding of marketing dynamics and his ability to apply theoretical concepts in practical contexts.

Simon Grima, Deputy Dean at the University of Malta and an expert in insurance, risk management, and governance, brings over three decades of academic and pro-

<sup>2</sup> Hajli, N. (2014). "A study of the impact of social media on consumers". *International Journal of Market Research*, 56(3), 387-404.

<sup>3</sup> Singh, S., & Srivastava, R. K. (2018). "Social media marketing for customer engagement: A study of the Indian FMCG sector". *Journal of Business and Retail Management Research*, 12(1), 29-41.

<sup>4</sup> Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010). "Customer engagement as a new perspective in customer management". *Journal of Service Research*, 13(3), 247-252.

<sup>5</sup> Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010). "Customer engagement as a new perspective in customer management". *Journal of Service Research*, 13(3), 247-252.



fessional experience to the editorial team. His leadership roles in professional associations, editorial contributions to renowned journals, and extensive involvement in financial regulation and compliance underline his authority in his field.

Pallavi Tyagi, an Associate Professor at Amity University, specializes in human resource management, diversity, equity, and inclusion. With a strong background in research, editing, and intellectual property, she enriches the book with her insights into organizational performance and innovative marketing approaches.

Together, these editors combine their diverse expertise to create a comprehensive and insightful exploration of AI's role in transforming marketing, making the book a valuable resource for academics, professionals, and practitioners alike.

### **Intended Audience**

This book is a vital resource for marketers, business professionals, academicians, data scientists, and researchers seeking to harness AI's potential to drive business growth, optimize marketing strategies, and deliver superior customer experiences.

By presenting a blend of cutting-edge research, practical tools, and case studies, the book equips readers to embrace the transformative potential of AI, fostering innovation and ethical practices in a rapidly evolving marketplace.

### **Conclusion**

*Building AI-Driven Marketing Capabilities: Understand Customer Needs and Deliver Value Through AI* is a groundbreaking contribution to understanding the integration of AI in marketing. Its multidisciplinary approach ensures relevance for both practitioners and scholars, while its actionable frameworks provide tangible strategies for navigating the

complexities of the AI-driven market. The emphasis on ethical considerations alongside technical advancements makes it a holistic resource, equipping readers with the knowledge to harness AI responsibly and effectively.

One of the book's strengths is its ability to cater to a wide audience. It provides actionable strategies for practitioners, such as marketers and business professionals, while simultaneously offering valuable theoretical contributions and methodological tools for researchers and academicians. The inclusion of real-world case studies, such as Coca-Cola's "Share a Coke" and Spotify's "Wrapped", illustrates the practical relevance of AI in creating emotionally resonant and customer-centric marketing campaigns.

The editors have meticulously structured the content to guide readers through foundational concepts, advanced applications, and ethical considerations, culminating in a forward-looking discussion on emerging trends and future directions. This logical progression not only enhances the readability of the book but also allows readers to systematically build their understanding of AI's transformative potential.

Moreover, the book does not shy away from addressing critical ethical issues, including privacy concerns, cyber-ethical awareness, and responsible AI practices. By highlighting these challenges, the authors encourage readers to approach AI integration with a balanced perspective, ensuring that technological innovation aligns with societal and ethical values.

In addition, the book's emphasis on sector-specific applications, from healthcare to fashion, demonstrates the versatility and adaptability of AI across industries. The detailed methodologies and frameworks provided in each chapter equip readers with the tools necessary to imple-

ment AI-driven strategies tailored to their specific contexts.

Ultimately, *Building AI-Driven Marketing Capabilities* serves as both a roadmap and a reference point for those navigating the evolving marketing landscape. Its multidisciplinary approach ensures that the book is not only academically rigorous but also practically impactful. For anyone seeking to understand and leverage AI's potential in marketing, this book offers

an invaluable resource, combining depth, clarity, and relevance.

Asst. Prof. Dr. Milena Ilić, University Business Academy in Novi Sad, Faculty of Contemporary Arts Belgrade

Prof. Dr. Valentin Kuleto, University Business Academy in Novi Sad, Faculty of Contemporary Arts Belgrade

Prof. Dr. Marko Ranković, Information Technology School, Belgrade