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Bonus online-only materials are available at the following url:

www.koganpage.com/AI-Marketing

- Bonus online-only Chapter 1: Finishing experiments and on to the non-experimental world
- Bonus online-only Chapter 2: Artificial intelligence, ensembles and neural nets
- Online-only Simulators: three different simulators in Excel format, one in PowerPoint format and one in PDF (Adobe Acrobat) format, allowing you to interactively optimize products and messages. (You will need Flash Player installed on your computer for the PowerPoint format and PDF (Adobe Acrobat) format simulators to work.)