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Recommended Citation

Kasabov, Edward, "Automated Marketing: a Narrow Focus on Technology or an Emerging Business Philosophy?" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 48.
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AUTOMATED MARKETING: A NARROW FOCUS ON TECHNOLOGY OR AN EMERGING BUSINESS PHILOSOPHY?
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Building: Hilton Ocean Front Resort
Room: Promenade 5
Date: 03-27-2010 - 10:30 AM – 11:45 AM
Last modified: 01-19-2010

Abstract

As a new area of academic inquiry, Automated Marketing is in its adolescence but has proved to be fast developing and very innovative, mirroring the relatively early stage of the development and application of the technologies that have enabled it. This article widens the understanding of this field of study, which is important both to practice and theory, by drawing attention to two deficiencies: not much has been written on Automated Marketing as such and the little that has been written adopts a narrow technical view while overlooking the significance and impact that it has on marketing, business strategy and philosophy. The discussion analyses Automated Marketing in terms of its ingredients: people and processes; business philosophy; and the democratisation of interactions. We raise questions about its effect on competition of traditional companies and small and medium size enterprises across sectors.

Keywords

marketing; automated marketing; compliance