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Artificial Intelligence: Concepts, Methodologies, Tools, and Applications (4 Volumes)

Information Resources Management Association (USA)

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Section 1 Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of artificial intelligence. Chapters found within these pages provide an excellent framework in which to position artificial intelligence within the field of information science and technology. Insight regarding the critical incorporation of global measures into artificial intelligence is addressed, while crucial stumbling blocks of this field are explored. With this foundational section, the reader can learn and chose from a compendium of expert research on the elemental theories underscoring the artificial intelligence discipline.

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Chapter 31

The Backbone of Key Successful Branding Strategies in the 21st Century: Innovation in Design Technology, Decision Making on Product Quality, and Collaborative Communications

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ABSTRACT

In the 21st century, the awareness of applying recent advanced intelligent technologies to promote a firm's brand image is the key to the success of expanding its business. Such implication demands efforts in strategic planning and massive investment from the top management team. However, most researches on branding strategies are narrowed to advertisement or classical marketing. Insufficient research on the backbone of making key successful branding strategies to effectively apply the intelligent technologies hinders the development of branding strategies. This chapter identifies three aspects: innovation in design technology, decision making on product quality, and collaborative communications to be the critical elements of the backbone. The methodology utilizes the power of the advanced computational technologies to generate innovative designs in a collaborative communication framework. Decision making on the quality of designs is monitored with EG-Kano reference models. Four case studies demonstrate that the backbone has potentials leading to ever-greater economic benefits.