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BOOK REVIEW

Practical Digital Marketing and AI Psychology: How to Gain Online Consumer Trust and Sales Using Technologies and Psychology, by Jonathan Gabay, London & New York: Routledge, 2025, 432 hlm., £34.99 (paperback), ISBN: 978-1-032-53028-4.

Introduction

The development of artificial intelligence (AI) has radically changed the digital marketing landscape. In this context, Jonathan Gabay's (2025) book *Practical Digital Marketing and AI Psychology* is a guide that bridges classical psychology and its application in technology-based digital marketing. Over the past decade, the marketing world has rapidly transformed due to technological disruption. Consumers no longer respond to advertising but demand authenticity, empathy, and relevance in every interaction with a brand. This book responds to these changes with an interdisciplinary approach that combines a deep understanding of human behaviour with practical applications of AI, such as microtargeting, prompt engineering, and cognitive modelling.

This book covers communication and media history, from cave paintings to AI-powered social media, and highlights how cultural values and historical currents shape human interactions with technology. The authors introduce practical techniques that are relevant to the needs of today's digital marketing professionals. This book also highlights a specially curated list of AI prompts to help marketers develop data-driven communication strategies. The approach presented in this book provides a concrete bridge between marketing theory and the application of generative tools such as ChatGPT. The book is organized into nine main chapters that begin with *Forethought* and end with *Afterthought*. Each chapter is designed to take readers through the historical and psychological connections between humans and media and how brands can leverage AI to improve consumer relationships.

Review and discussion

The introduction to this book, *Forethought: Everything Connects*, presents a narrative across time that connects the evolution of human communication with the development of technology and psychology. The author begins by tracing the journey of humans from making cave paintings, the Industrial Revolution era and the internet to the AI era to show that every form of communication is always rooted in the human need for meaning, security, and connection. The author emphasizes that understanding the history and symbolism of communication is key to developing an effective digital marketing strategy based on empathy. Through this philosophical approach, the author positions himself as a marketing expert and a storyteller of civilization who invites readers to see that all digital interactions today continue the prehistoric era that began with humans' search for authentic relationships.