

## **MARKETING IN THE AGE OF ALEXA**

- 1. What is the name of Amazon's AI assistant?**
- 2. According to "Marketing in the age of Alexa" what three questions should brands ask themselves?**
- 3. What insights does the article "marketing in the age of Alexa" give about satisfaction?**
- 4. What advantages do brands have over AI assistants?**
- 5. How brands could respond to the age of AI?**
- 6. What main things will AI assistants do in the coming years?**