Resources —

Using Data and AI for Corporate Branding

Thanks for watching the session! Here are a few resources that are particularly relevant to what we covered:

- [Katherine and Nataly's Book: Brand Global, Adapt Local: How to Build Brand Value Across Cultures](#)
- [Laura's Book: The Strategic Enemy](#)
- [[BLOG] AI in Marketing: A Complete Guide With Examples](#)
- [[BLOG] AI in Retail: Transforming Efficiency, Personalization, and Customer Experience](#)
- [[SKILL TRACK] AI Business Fundamentals](#)
- [[SKILL TRACK] Marketing Analytics in Python](#)
- [Read the 2025 Data & AI Literacy Report](#)
- [Take DataCamp's Data Maturity Assessment](#)
- [WHITE PAPER: Your Organization's Guide to Data Maturity](#)
- [[REPORT] The State of Data & AI Literacy 2024](#)
- [[WEBINAR] The Secret to Successful Data Literacy Programs](#)
- [[CASE STUDY] How Colgate-Palmolive Used DataCamp for its Data & Analytics Academy](#)
- [[Presentation] Data & AI Competency Framework](#)
- [[DataCamp for Business] Empower your business with world-class data and AI skills](#)

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