



AI WITHOUT LOSING OUR MAGIC

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KEY TAKEAWAYS AND FURTHER READING

This is a tale of adventure.

There's a hero - you;

there's a whirlwind - AI and it's taking our industry, our work, our brands and lives to new places;

there's a quest - to work marketing magic;

and beware, there are big traps to avoid along the way.

Lucinda tells the story, with examples from Uber, of how to wield AI with expertise and humanity in service of greater marketing mastery, avoiding the productivity and the imagination traps which lead to marketing mediocrity, also known as misery. Lucinda presents a point of view that with vigilance, the AI age is the most exciting and magical time to be in marketing, media and creativity.

LinkedIn article: <https://www.linkedin.com/pulse/ai-without-losing-our-magic-lucinda-barlow-fcbec/>

Published articles: [B&T article: AI Magic](#)