

## Marketing AI That Works – And What’s Coming Next | 6.25.25

### A Curated List of AI Resources

#### Online Courses

**Generative AI for Everyone** | DeepLearning.AI/Coursera

<https://www.coursera.org/learn/generative-ai-for-everyone/>

**Generative AI for Business Leaders** | LinkedIn

<https://www.linkedin.com/learning/generative-ai-for-business-leaders/generative-ai-for-business-leaders>

**Google AI Essentials** | Google/Coursera

<https://www.coursera.org/specializations/ai-essentials-google>

**AI in Health Care: From Strategies to Implementation** | Harvard Medical School

<https://learn.hms.harvard.edu/programs/ai-health-care-strategies-implementation>

#### Articles

**My Interview with AI – About AI**

<https://ehealthcarestrategy.com/my-interview-with-ai-about-ai/>

**AI Will Shape the Future of Marketing**

<https://professional.dce.harvard.edu/blog/ai-will-shape-the-future-of-marketing/#The-Current-State-of-AI-in-Marketing>

**These Human Capabilities Complement AI’s Shortcomings**

<https://mitsloan.mit.edu/ideas-made-to-matter/these-human-capabilities-complement-ais-shortcomings>

**Everyone Is Using A.I. for Everything. Is That Bad?**

[https://www.nytimes.com/2025/06/16/magazine/using-ai-hard-fork.html?unlocked\\_article\\_code=1.Q08.LJDe.UyAVehtcLw2-&smid=url-share](https://www.nytimes.com/2025/06/16/magazine/using-ai-hard-fork.html?unlocked_article_code=1.Q08.LJDe.UyAVehtcLw2-&smid=url-share)

**How AI Sees Us**

<https://www.nytimes.com/interactive/2025/06/17/magazine/ai-human-analysis-face-diseases.html>

**A.I. Is Poised to Rewrite History. Literally.**

<https://www.nytimes.com/2025/06/16/magazine/ai-history-historians-scholarship.html>

## Podcasts

### **The Most Interesting Thing in AI (The Atlantic)**

<https://www.theatlantic.com/sponsored/pwc-2024/the-most-interesting-thing-in-ai/3961/>

### **The Artificial Intelligence Show (Marketing AI Institute)**

<https://www.marketingaiinstitute.com/podcast-showcase>

### **Hard Fork (New York Times)**

<https://www.nytimes.com/column/hard-fork>

### **Lex Fridman Podcast**

<https://lexfridman.com/podcast/>

### **Last Week in AI**

<https://www.lastweekinai.com>

## Newsletters and Blogs

### **Keeping it Human While Embracing AI | The Current (Daniel Fell/BVK)**

<https://www.bvk.com/the-current/01-27-2025/keeping-it-human-while-embracing-ai/>

### **Last Week in AI: Jobs, Jobs & More Jobs | In the Loop (Matt Cyr)**

<https://www.linkedin.com/pulse/last-week-ai-jobs-more-matt-cyr-4jvhe/>

### **We've Officially Gone Multimodal | Carrie Liken on Substack**

<https://carrieliken.substack.com/p/weve-officially-gone-multimodal>

### **Using AI Right Now: A Quick Guide | One Useful Thing (Ethan Mollick)**

[https://www.oneusefulthing.org/p/using-ai-right-now-a-quick-guide?utm\\_source=post-email-title&publication\\_id=1180644&post\\_id=166124170&utm\\_campaign=email-post-title&isFreemail=true&r=1nrozz&triedRedirect=true&utm\\_medium=email](https://www.oneusefulthing.org/p/using-ai-right-now-a-quick-guide?utm_source=post-email-title&publication_id=1180644&post_id=166124170&utm_campaign=email-post-title&isFreemail=true&r=1nrozz&triedRedirect=true&utm_medium=email)

### **This Week in AI Newsletter (Marketing AI Institute)**

<https://www.marketingaiinstitute.com/newsletter>

### **ExecAI Insider Newsletter (SmarterX)**

<https://smarterx.ai/newsletter>

## Books

**AI Superpowers** | Kai-Fu Lee

**Impromptu: Amplifying Our Humanity Through AI** | Reid Hoffman

**Superagency: What Could Possibly Go Right with Our AI Future** | Reid Hoffman and Greg Basto

**The Age of AI: And Our Human Future** | Henry Kissinger, Eric Schmidt, Daniel Huttenlocher

## Groups & Associations

**Coalition for Health AI (CHAI)**

<https://www.chai.org>

**The Trustworthy and Responsible AI Network (TRAIN)**

<https://train4health.ai>