

Publisher's Letter to Company CEOs and Business School Deans

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<https://mbrjournal.com/AI-Customer-Engagement-issue/>

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The special issue explores how AI can increase customer engagement within the context of AI's impact on every aspect of our lives, work, and play. The debut volume of MBR includes articles from authors at all top-ranked schools and several Fortune-500 companies. Please visit our website, mbrjournal.com, to read *Forbes'* story on MBR.

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