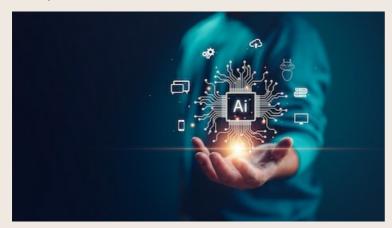
## In 2024, AI will make analytics an essential input to creative

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Artificial intelligence, including generative AI, will displace jobs across all levels while also opening up new opportunities. Image: Shutterstock

## By Alex Collmer

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