

The Executive Guide to Artificial Intelligence

Cutting Through the Hype - How to get the most from AI in your Organization

Ladenpreis: 41,79EUR

ISBN: 978-3-03-150721-2

Auflage: Second Edition 2024

Verlag: Palgrave Macmillan, Springer International Publishing

Erscheinungsdatum: 02.07.2024

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/the-executive-guide-to-artificial-intelligence-9783031507212.html>

Details

This book, now in a thoroughly revised and updated second edition, takes a pragmatic and hype-free approach to explaining artificial intelligence and how it can be utilised by businesses today. At the book's core is a framework which describes, in nontechnical language, the nine core capabilities of Artificial Intelligence (AI). Each of these capabilities, ranging from image recognition, through prediction, to Generative AI, is explained using real-life examples and how they can be applied in a business environment.

The advent of Large Language Models has put AI front and centre of Board discussions. AI has the ability to deliver step-change benefits to organisations and enables forward-thinking business leaders to rethink their business models or create completely new businesses. But most of the real value of AI is hidden behind marketing hyperbole, confusing terminology, inflated expectations and dire warnings of 'robot overlords'. Any business executive who wants to know how to exploit AI in their business today is left confused and frustrated.

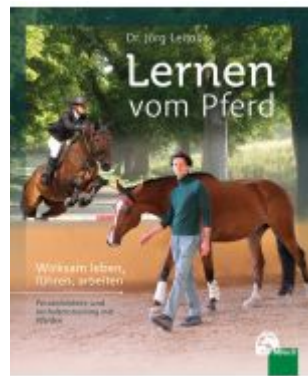
As an advisor in AI, Andrew Burgess regularly comes face-to-face with business executives who are struggling to cut through the AI and LLM hype. The knowledge and experience he has gained in advising them has provided him with the skills to help business executives understand what AI is and how they can exploit its many benefits. Through the distilled knowledge included in this book, business leaders will be able to take full advantage of this most disruptive of technologies and create substantial competitive advantage for their companies.

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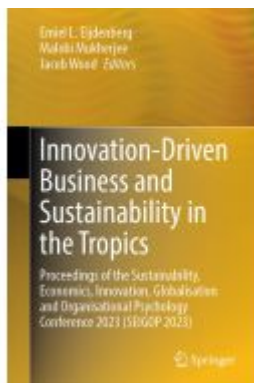
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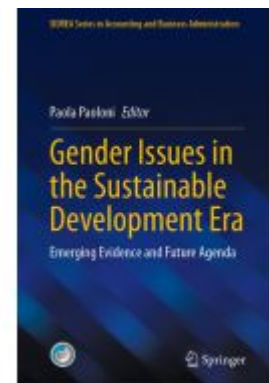
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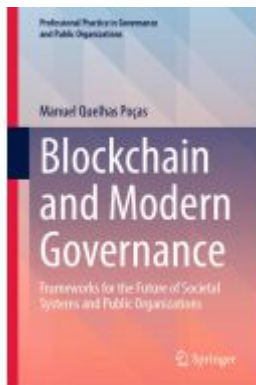
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