

1. Record Nr.	UNINA9910298177403321
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Titolo	The Executive Guide to Artificial Intelligence : How to identify and implement applications for AI in your organization / / by Andrew Burgess
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	3-319-63820-3
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XIII, 181 p. 15 illus., 1 illus. in color.)
Disciplina	658.514
Soggetti	Technological innovations Business Management science Artificial intelligence Innovation and Technology Management Business and Management Artificial Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter1 Don't Believe the Hype -- Chapter2 Why now? -- Chapter3 AI Capabilities Framework -- Chapter4 Enhancing Customer Service -- Chapter5 Business Process Optimisation -- Chapter6 Enhanced Decision Making -- Chapter7 Predicting Behaviours -- Chapter8 Associated Technologies -- Chapter9 What Could Possibly Go Wrong? -- Chapter10 An AI Assessment Tool -- Chapter11 Chief Robotics Officer? -- Chapter12 Where Next For AI? -- Chapter13 Future Scenarios.
Sommario/riassunto	This book takes a pragmatic and hype-free approach to explaining artificial intelligence and how it can be utilised by businesses today. At the core of the book is a framework, developed by the author, which describes in non-technical language the eight core capabilities of Artificial Intelligence (AI). Each of these capabilities, ranging from image recognition, through natural language processing, to prediction, is explained using real-life examples and how they can be applied in a

business environment. It will include interviews with executives who have successfully implemented AI as well as CEOs from AI vendors and consultancies. AI is one of the most talked about technologies in business today. It has the ability to deliver step-change benefits to organisations and enables forward-thinking CEOs 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 that wants to know how to exploit AI in their business today is left confused and frustrated. As an advisor in Artificial Intelligence, Andrew Burgess regularly comes face-to-face with business executives who are struggling to cut through the hype that surrounds AI. The knowledge and experience he has gained in advising them, as well as working as a strategic advisor to AI vendors and consultancies, 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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