

1. Record Nr.	UNINA9910779615503321
Autore	Sasseville Michel
Titolo	Eve : enquete philosophique sur la sexualite et l'amour // Michel Sasseville
Pubbl/distr/stampa	[Quebecbec] : , : Presses de l'Universite Laval, , 2012 ©2012
ISBN	2-7637-9861-6
Descrizione fisica	1 online resource (202 p.)
Collana	Collection Dialoguer
Disciplina	176
Soggetti	Sexual ethics Love Sexual ethics for teenagers
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references at the end of each chapters.

2. Record Nr.	UNINA9910337801603321
Autore	Gentsch Peter
Titolo	AI in marketing, sales and service : how marketers without a data science degree can use AI, big data and bots // Peter Gentsch
Pubbl/distr/stampa	New York, New York : , : Springer Berlin Heidelberg, , [2019] 2019
ISBN	3-319-89957-0
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xix, 271 pages) : illustrations (some color), charts
Collana	Gale eBooks
Disciplina	658.80028563
Soggetti	Artificial intelligence Big data Business Internet marketing Market research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1 AI eats the World -- 2 A Bluffer's Guide to AI, Algorithmics and Big Data -- 3 AI Business: Framework and Maturity Model -- 4 Conversational AI: How (Chat) Bots will reshape the Digital Experience -- 5 AI Best and Next Practices -- 6 Conclusion and Outlook: Algorithmic Business – Quo Vadis?.
Sommario/riassunto	AI and Algorithmics have already optimized and automated production and logistics processes. Now it is time to unleash AI on the administrative, planning and even creative procedures in marketing, sales and management. This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. With interviews and case studies from those cutting edge businesses and executives who are already leading the way, this book shows you: how customer and market potential can be automatically identified and profiled; how media planning can be intelligently automated and optimized with AI and Big Data; how (chat)bots and digital assistants can make communication between companies and consumers more efficient and

smarter; how you can optimize Customer Journeys based on
Algorithmics and AI; and how to conduct market research in more
efficient and smarter way. A decade from now, all businesses will be AI
businesses – Gentsch shows you how to make sure yours makes that
transition better than your competitors.
