

1. Record Nr.	UNISOBSOBE00049183
Autore	Sallustius Crispus, Gaius
Titolo	La congiura di Catilina La guerra giugurtina Orazioni e lettere / Caio Sallustio Crispo ; testo latino e traduzione in italiano di Giuseppe Lipparini
Pubbl/distr/stampa	Bologna : Zanichelli, 1976
Descrizione fisica	XIX, 306 p. ; 20 cm
Lingua di pubblicazione	Italiano Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910367255803321
Autore	Kreutzer Ralf
Titolo	Understanding artificial intelligence : fundamentals, use cases and methods for a corporate AI journey // by Ralf T. Kreutzer, Marie Sirrenberg
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-25271-X
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XVII, 313 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	650 658.05 006.3
Soggetti	Information technology Business - Data processing Artificial intelligence Knowledge management Data mining IT in Business Artificial Intelligence Knowledge Management Data Mining and Knowledge Discovery

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	What is Artificial Intelligence and how to exploit it? -- Basics and drivers of Artificial Intelligence -- Fields of application of Artificial Intelligence – production area -- Fields of application of Artificial Intelligence – customer service, marketing and sales -- Fields of application of Artificial Intelligence – retail, service and maintenance sector -- Fields of application of Artificial Intelligence – health care, education and human resource management -- Fields of application of Artificial Intelligence – energy sector, smart home, mobility and transport -- Fields of application of Artificial Intelligence – financial services and creative sector -- Fields of application of Artificial Intelligence – security sector and military sector -- AI challenge – how Artificial Intelligence can be anchored in a company -- Outlook.
Sommario/riassunto	Artificial Intelligence (AI) will change the lives of people and businesses more fundamentally than many people can even imagine today. This book illustrates the importance of AI in an era of digitalization. It introduces the foundations of AI and explains its benefits and challenges for companies and entire industries. In this regard, AI is approached not just as yet another technology, but as a fundamental innovation, which will spread into all areas of the economy and life, and will disrupt business processes and business models in the years to come. In turn, the book assesses the potential that AI holds, and clarifies the framework that is necessary for pursuing a responsible approach to AI. In a series of best-practice cases, the book subsequently highlights a broad range of sectors and industries, from production to services; from customer service to marketing and sales; and in industries like retail, health care, energy, transportation and many more. In closing, a dedicated chapter outlines a roadmap for a specific corporate AI journey. No one can ignore intensive work with AI today - neither as a private person, let alone as a top performer in companies. This book offers a thorough, carefully crafted, and easy to understand entry into the field of AI. The central terms used in the AI context are given a very good explanation. In addition, a number of cases show what AI can do today and where the journey is heading. An important book that you should not miss! Professor Dr. Harley Krohmer University of Bern "Inspiring, thought provoking and comprehensive, this book is wittingly designed to be a catalyst for your individual and corporate AI journey." Avo Schönbohm, Professor at the Berlin School of Economics and Law, Enterprise Game Designer at LUDEO and Business Punk.