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Nota di contenuto	Intro -- A Journey into the AI World -- AI Is Already Here -- We Just Don't Know -- How Does It Do It? -- What You Can Expect -- Who Is the Book Aimed at? -- Contents -- About the Author -- Abbreviations -- 1: Explanation: What Is New and Different About AI? -- 1.1 Why Now? -- 1.2 Why Not in SMEs? -- 1.3 ANI, AGI, ASI: The Terms Behind the AI Myth -- 1.4 ANI: The Weak but only AI -- 1.4.1 Symbolic AI -- 1.4.2 Machine Learning -- 1.4.3 Deep Learning -- 1.5 How Do Algorithms Learn? -- References -- 2: Benefits: What AI Can Do for Sales -- 2.1 AI: Capabilities and Limitations -- 2.2 AI: The Solution for the High Volume of Data in Sales -- 2.3 Advantages of AI for the Sales Department -- 2.4 AI Analysis Capabilities -- 2.5 From the AI Revolution to the Sales Revolution -- 2.5.1 Efficiency: Increasing Sales Productivity and Performance -- 2.5.2 Effectiveness: Patterns of Success to Enhance Performance -- 2.5.3 Competence: Conservation and Transfer of Know-How -- 2.5.4 Strategy: Potentials for Strategic Sales Management -- References -- 3: Relevance: How AI Supports the Sales Process -- 3.1 Lead -- 3.2 Deal -- 3.3 Processing -- 3.4 Development -- 4: Practice: AI Tools and Their Application Possibilities -- 4.1 Call Center Intelligence -- Areas of Application -- 4.2 Sales Analytics -- Areas of Application -- 4.3 Price Intelligence -- Areas of Application -- 4.4 Product Configuration Intelligence -- Areas of Application -- 4.5 Pipeline Management Intelligence -- Areas of Application -- 4.6 Quote Generation Intelligence -- Areas

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