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Descrizione fisica	1 online resource (321 pages)
Collana	Wiley Finance Series
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Soggetti	Asset allocation Artificial intelligence Financial services industry - Technological innovations
Lingua di pubblicazione	Inglese
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Nota di contenuto	AI in Investment Management -- AI and Business Strategy -- Design -- Data -- Model Development -- Evaluation -- Deployment -- Performance -- A New Beginning -- Customer Experience Science -- Marketing Science -- Land that institutional investor with AI -- Sales Science -- InvestmentManaging the returns loop -- Regulatory Compliance & Operations -- Supply Chain Science -- Corporate Social Responsibility -- AI Organization and Project Management -- Governance and Ethics -- Adaptation and Emergence
Sommario/riassunto	"The rise of artificial intelligence is being termed as the fourth industrial revolution. AI is no longer just a technology, it is the technology around which business models are being shaped. Banks, asset management, investment management, and financial services firms are eager to use AI and are seeking an integrated framework to actively apply artificial intelligence in areas such as compliance, investment management, and customer service. Despite several applications of AI in financial services, the use of AI remains tactical and narrow, siloed and fragmented, and mostly focused on solving specific business problems. An integrated strategic perspective of artificial intelligence is missing. This book fills the gap by providing a

comprehensive and strategic viewpoint of artificial intelligence technology in asset management. It shows how to build an asset management firm around artificial intelligence"--

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