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Autore	Laperuta, Lilla
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Autore	Taulli Tom <1968->
Titolo	ChatGPT and Bard for Business Automation : Achieving AI-Driven Growth / / by Tom Taulli
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ISBN	9781484298527 1484298527
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Soggetti	Artificial intelligence Artificial intelligence - Data processing Application software Information technology - Management Algorithms Artificial Intelligence Data Science Computer and Information Systems Applications Computer Application in Administrative Data Processing
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Note generali	Includes index.
Nota di contenuto	Chapter 1. New World of Automation -- Chapter 2. ChatGPT -- Chapter 3. Bard -- Chapter 4. Prompt Engineering -- Chapter 5. Use Cases -- Chapter 6. Change Management -- Chapter 7. Understanding AI -- Chapter 8. Data -- Chapter 9. Risks.
Sommario/riassunto	“This is a great primer that builds up from core topics like 'How does GenAI work?' to sharing insights around how GenAI can make businesses more efficient and effective. Our HubSpot ‘GenAI wishlist’ has grown even longer after considering some of the ideas Tom raises here.” Rob Giglio, Chief Customer Officer at HubSpot With the launch of ChatGPT in late 2022, interest in AI has skyrocketed as people realize its potential to understand natural language, summarize information, and generate content. Now with Google's new AI chatbot Bard also entering the scene, businesses have more options than ever to leverage

these powerful technologies. But with these options come questions. How can ChatGPT and Bard be applied to real-world business use cases? How can companies adopt these tools smoothly? What are the risks and limitations? This book provides the answers with practical guidance on effectively utilizing ChatGPT and Bard to boost productivity, efficiency, and growth. With more and more business leaders considering AI like ChatGPT a beneficial job skill, now is the time to harness these technologies. This book gives you the actionable framework to implement ChatGPT and Bard for superior business results. If you're looking to save time, boost efficiency and growth, and stay ahead of the competition, ChatGPT and Bard for Business Automation is your guide to achieving these goals. What You'll Learn

- Take an in-depth look at ChatGPT and Bard capabilities.
- Develop prompt engineering best practices to get the most accurate responses.
- Review use cases and sample prompts for customer service, marketing, sales, HR, and more.
- Change management strategies to get organizational buy-in and adoption.
- Assess and mitigate risks such as bias, inaccuracies, and misuse.
- Understand AI and data fundamentals to build understanding and trust.

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