

1. Record Nr.	UNINA9910793558803321
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Titolo	Artificial intelligence in practice : how 50 successful companies used artificial intelligence to solve problems // Bernard Marr with Matt Ward
Pubbl/distr/stampa	Chichester, West Sussex, United Kingdom : , : Wiley, , [2019]
ISBN	1-119-54898-5 1-119-54896-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (341 pages)
Classificazione	BUS000000
Disciplina	658.4/03028563
Soggetti	Business planning Artificial intelligence Information technology - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Subtitle on cover: How 50 successful companies used AI and machine learning to solve problems Includes index.
Nota di contenuto	Machine generated contents note: Acknowledgments About the Author Introduction Part 1--AI Trailblazers Chapter 1 Alibaba Chapter 2 Alphabet / Google Chapter 3 Amazon Chapter 4 Apple Chapter 5 Baidu Chapter 6 Facebook Chapter 7 IBM Chapter 8 JD.com Chapter 9 Microsoft Chapter 10 Tencent Part 2--Retail, consumer goods and food & beverage companies Chapter 11 Burberry Chapter 12 Coca Cola Chapter 13 Dominos Chapter 14 Kimberly Clark Chapter 15 McDonalds Chapter 16 Samsung Chapter 17 Starbucks Chapter 18 Stichfix Chapter 19 Unilever Chapter 20 Walmart Part 3--Media, entertainment and telecom companies Chapter 21 Disney Chapter 22 Instagram Chapter 23 LinkedIn Chapter 24 Netflix Chapter 25 Press Association Chapter 26 Spotify Chapter 27 Telefonica Chapter 28 Twitter Chapter 29 Verizon Chapter 30 Viacom Part 4 - Services, financial and healthcare companies Chapter 31 American Express Chapter 32 Elsevier Chapter 33 Entrupy Chapter 34 Experian Chapter 35 Harley Davidson Chapter 36 Hopper Chapter 37 Infervision Chapter 38 Mastercard Chapter 39 Salesforce Chapter 40 Uber Part 5--Manufacturing, automotive, aerospace and industry 4.0 companies Chapter 41 BMW Chapter 42 GE Chapter 43 John Deere Chapter 44 Kone Chapter 45 Mercedes Benz

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Sommario/riassunto

Cyber-solutions to real-world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems. Presenting 50 case studies of actual situations, this book demonstrates practical applications to issues faced by businesses around the globe. The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment. Artificial intelligence and machine learning are cited as the most important modern business trends to drive success. It is used in areas ranging from banking and finance to social media and marketing. This technology continues to provide innovative solutions to businesses of all sizes, sectors and industries. This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others. Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries: Understand how specific business problems are addressed by innovative machine learning methods Explore how current artificial intelligence applications improve performance and increase efficiency in various situations Expand your knowledge of recent AI advancements in technology Gain insight on the future of AI and its increasing role in business and industry Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.
