

1. Record Nr.	UNINA9910869175303321
Autore	Burgess Andrew
Titolo	The Executive Guide to Artificial Intelligence : Cutting Through the Hype - How to get the most from AI in your Organization // by Andrew Burgess
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031507229 9783031507212
Edizione	[2nd ed. 2024.]
Descrizione fisica	1 online resource (181 pages)
Disciplina	006.3
Soggetti	Technological innovations Business Management science Artificial intelligence Innovation and Technology Management Business and Management Artificial Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Don't Believe the Hype -- 2. Why Now? -- 3. AI Capabilities Framework -- 4. Associated Technologies -- 5. AI in Action -- 6. Starting an AI Journey -- 7. AI Prototyping -- 8. What Could Possibly Go Wrong? -- 9. Industrialising AI -- 10. Living with AI -- 11. Where Next for AI?.
Sommario/riassunto	This book, now in a thoroughly revised and updated second edition, takes a pragmatic and hype-free approach to explaining artificial intelligence and how it can be utilised by businesses today. At the book's core is a framework which describes, in nontechnical language, the nine core capabilities of Artificial Intelligence (AI). Each of these capabilities, ranging from image recognition, through prediction, to Generative AI, is explained using real-life examples and how they can be applied in a business environment. The advent of Large Language Models has put AI front and centre of Board discussions. AI has the

ability to deliver step-change benefits to organisations and enables forward-thinking business leaders to rethink their business models or create completely new businesses. But most of the real value of AI is hidden behind marketing hyperbole, confusing terminology, inflated expectations and dire warnings of 'robot overlords'. Any business executive who wants to know how to exploit AI in their business today is left confused and frustrated. As an advisor in AI, Andrew Burgess regularly comes face-to-face with business executives who are struggling to cut through the AI and LLM hype. The knowledge and experience he has gained in advising them has provided him with the skills to help business executives understand what AI is and how they can exploit its many benefits. Through the distilled knowledge included in this book, business leaders will be able to take full advantage of this most disruptive of technologies and create substantial competitive advantage for their companies. A management consultant, author and speaker with over 30 years' experience, Andrew is considered an authority on Artificial Intelligence. Through his business, GreenhouseAI, he advises organisations on their AI strategy, its application in business and its ethics, and is regularly invited to speak at conferences on these subjects. He is Visiting Senior Fellow in AI at Loughborough University and Expert-in-Residence for AI at Imperial College's Enterprise Lab. He is a member of the AI Committee at the British Standards Institute.
