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Titolo	Brain Rush : How to Invest and Compete in the Real World of Generative AI // by Peter Cohan
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Nota di contenuto	Chapter 1 title: Brain Rush -- Part I: Mining Generative AI's End User Value -- Chapter 2 title: Generative AI Customer End Uses -- Part II: Mapping The Generative AI Ecosystem -- Chapter 3 title: Generative AI Application Software -- Chapter 4 title: Generative AI Cloud Services -- Chapter 5 title: Generative AI Network Technology -- Chapter 6 title: Generative AI Semiconductors -- Part II: Panning For Generative AI Gold -- Chapter 7 title: How Companies Can Profit From Generative AI -- Chapter 8 title: Supplying The Generative AI Picks And Shovels -- Chapter 9 title: Capitalizing The Generative AI Winners -- Chapter 10 title: After the Brain Rush.
Sommario/riassunto	After decades of false starts, artificial intelligence (AI) is entering the mainstream of society. That is largely due to the rapid adoption of ChatGPT, a service that responds to almost any natural language question with cogent paragraphs. ChatGPT is the leading example of generative AI -- technology that creates original text, images, video and computer code based on uncovering patterns in training data. The book will explain how generative AI works and how much economic value it could create and will map out the industry value network. For each value network stage, the book will define the industry, estimate its size, growth rate, and profit potential, identify the most successful participants, and explain how they have achieved their success and where they will compete in the future. The book will conclude with a section on what investors and business leaders should do to make an

informed decision on where to place their bets. What You Will Learn
Insights on how best to assemble the resources – whether by hiring a
consultant or bringing on board a generative AI expert -- to build,
train, and operate company specific generative AI applications How
management can brainstorm, evaluate and execute the right
opportunities Concepts and processes to enable investors to place bets
with the highest risk-adjusted returns Who This Book is For Business
and enterprises seeking to get value from generative AI, current or
potential suppliers of technology and services to companies that build
generative AI, and venture capitalists and public equity investors
seeking to make profitable bets on generative AI companies.
