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Sommario/riassunto

This edited volume explores the relationship between Artificial intelligence (AI), business performance, and regulation. Artificial intelligence allows entrepreneurs to create universally transferable platforms and customers to find the offer they want. Indeed, AI is an excellent tool for competitiveness and innovation. It can contribute to a positive business performance by reducing costs, analyzing and exploiting data, optimizing marketing strategy and advertising targeting, and improving the customer experience. However, Artificial intelligence can also generate threats such as disinformation, manipulation, and false content. Companies are increasingly becoming obliged to take security measures to protect digital data against cyber-attacks and data leaks. This volume presents concepts and solutions for companies aiming not only to benefit from the newest technological developments in AI but also interested in tackling the challenges that come with the use of these technologies.