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for AI in Event Management -- Incident Management -- Where AI Is Making an Impact in Incident Management Today -- Notification -- Collaboration -- Auto-Recovery and Restoration -- Escalation -- Future Outlook for AI in Incident Management -- Request Fulfillment -- Future Outlook for AI in Request Fulfillment -- Problem Management -- Escalation -- Correlation/Root Cause Analysis -- Trending/Patterns. Future Outlook for AI in Problem Management -- Access Management -- How Does AI Make an Impact on Access Management? -- Where AI Is Making an Impact on Access Management Today? -- Future Outlook for AI in Access Management -- AI for Service Design -- What Is Service Design? -- General Overview of Where AI Is Making an Impact Today -- Future Prospects for AI in Service Design -- Service Level Management -- Where AI Is Making an Impact on Service Level Management Today -- Availability Management -- Where AI Is Making an Impact in Availability Management Today -- Future Outlook for AI in Availability Management -- Capacity Management -- Future Outlook for AI in Capacity Management -- Continuity Management -- Where AI Is Making an Impact in Continuity Management Today -- Conclusion -- Resources -- 6 Artificial Intelligence in Marketing -- References -- 7 Artificial Intelligence in Cloud Marketing -- The Role of AI in Marketing -- How Marketers Use AI -- Content Marketing -- Email Marketing -- Chatbots -- Search Engine Optimization -- Why AI Is Crucial in the Digital Marketing Age -- Automating Processes -- Customer Connections -- Economic Impact -- Where Marketers Can Fall Short -- Data -- Privacy and Data Security -- How AI Is Implemented in Marketing -- Data Source and Types -- Social Networks -- How Data Is Being Used -- Recommendations Engine -- Lead Capture -- Forecasting -- Scoring -- Pricing -- Risks -- Known vs. Unknown -- Lack of Historical Data -- Third-Party vs. First-Party Data -- References -- 8 Artificial Intelligence in Healthcare -- Introduction -- Policies and Security -- Health Insurance Portability and Affordability Act (HIPAA) -- Patient Protection and Affordable Care Act (PPACA) -- Occupational Safety and Health Administration (OSHA) -- Compliance Officer -- Applications of AI in Healthcare -- Physical Artificial Intelligence. Virtual Artificial Intelligence -- Disease Assessment -- AI Considerations for Healthcare Longevity -- Is AI Here to Stay in Healthcare? -- Challenges to AI in Healthcare -- References -- 9 Artificial Intelligence and Medical Devices -- Medical Devices: An Industry Overview -- Industry Outlook -- Factor 1: An Aging Population -- Factor 2: Increasing Regulation and Compliance -- Factor 3: Power Shift to Payers and Providers -- Factor 4: Cost and Price Pressures -- The Evolution to Smart Medical Devices -- Connected Medical Devices and the Data Deluge -- The Need to be Connected -- Evolving Regulation for Software in Medical Devices -- AI Adoption across Categories of Medical Devices -- AI in Hearing Aids -- AI in Robotic Surgeries -- Predictive Servicing for Medical Equipment -- Silicon Valley's Foray into Medical Devices -- AI's Impact on Humanity -- Notes -- 10 Artificial Intelligence and Public Policy -- Overview -- Nonprofits -- Non-Governmental Organizations -- Artificial Intelligence and Machine Learning -- Use of AI and Machine Learning in NPOs and NGOs -- Donors and Fundraising -- Charitable Efforts -- Potential Impacts of AI and Machine Learning for NPOs and NGOs -- Conclusion -- References -- 11 Artificial Intelligence in Education -- Introduction -- Time-Savings for Educators -- Timely Student Feedback and Plagiarism Detection -- Enhanced Feedback and Personalization -- Matching Benefits and Hazards -- Format Barriers and Immersion -- Paradigm Change -- References -- Index.

technology field is Artificial Intelligence (AI). The industry is moving to automate networks, cloud-based systems (e.g., Salesforce), databases (e.g., Oracle), AWS machine learning (e.g., Amazon Lex), and creating infrastructure that has the ability to adapt in real-time to changes and learn what to anticipate in the future. It is an area of technology that is coming faster and penetrating more areas of business than any other in our history. AI will be used from the C-suite to the distribution warehouse floor. Replete with case studies, this book provides a working knowledge of AI's current and future capabilities and the impact it will have on every business. It covers everything from healthcare to warehousing, banking, finance and education. It is essential reading for anyone involved in industry.
