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Nota di contenuto	Table of Contents Introduction to Generative AI OpenAI and ChatGPT: Beyond the Market Hype Understanding Prompt Engineering Boosting Day-to-Day Productivity with ChatGPT Developing the Future with ChatGPT Mastering Marketing with ChatGPT Research Reinvented with ChatGPT Unleashing Creativity Visually with ChatGPT Exploring GPTs Leveraging OpenAI Models for Enterprise- Scale Applications Epilogue and Final Thoughts.
Sommario/riassunto	Transform your professional world with ChatGPT and OpenAI—master prompt design to revolutionize development, marketing, research, and enterprise implementation Key Features Turn ChatGPT into your companion for marketing, research, personal productivity, art and coding Learn prompt engineering techniques that deliver consistent, relevant, and ethical AI-powered results Build custom GPTs and assistants tailored to your specific business needs and workflows Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionPractical Generative AI with ChatGPT is your hands-on guide to unlocking the full potential of ChatGPT. From building AI assistants and mastering prompt engineering to analyzing documents and images and even generating code, this book equips you with the skills to integrate generative AI into your workflow. Written by a technical architect specializing in AI and intelligent applications, this book provides the tools and knowledge you need to streamline tasks, enhance productivity, and create intelligent solutions. You'll learn how

to craft precise prompts, leverage ChatGPT for daily efficiency, and develop custom AI assistants tailored to your needs. The chapters show you how to use ChatGPT's multimodal capabilities to generate images with DALL-E and even transform images into code. This ChatGPT book goes beyond basic interactions by showing you how to design custom GPTs and integrate OpenAI's APIs into your applications. You'll explore how businesses use OpenAI models, from building AI applications, including semantic search, to creating an AI roadmap. Each chapter is packed with practical examples, ensuring you can apply the techniques right away. By the end of this book, you'll be well equipped to leverage OpenAI's technology for competitive advantage. What you will learn

- Explore the fundamentals of generative AI and GPT models
- Master prompt engineering to consistently get relevant and reliable outputs from ChatGPT
- Develop marketing strategies and conduct meaningful A/B testing with AI assistance
- Boost your coding with code generation, review, and optimization
- Enhance research with real-time knowledge mining
- Enhance your visual creativity with image generation, image understanding, and style transfer
- Design custom GPTs and assistants tailored to specific business functions
- Discover how enterprises are leveraging large language models for their AI apps

Who this book is for
This book is ideal for business professionals, developers, marketers, researchers, and decision-makers who want to leverage AI to enhance productivity. No advanced technical background is required for the foundational sections, making the content accessible to beginners, while later chapters provide depth for technical professionals implementing enterprise solutions. If you're seeking practical applications of generative AI in business contexts, you'll find immediate, actionable value in this book.

2. Record Nr.	UNISANNIOUBO0254537	
Autore	Grandinetti, Roberto <1953- >	
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