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	Autore	Dixit Sweta
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| Sommario/riassunto | This book has a multidimensional perspective on AI solutions for business innovation and real-life case studies to achieve competitive advantage and drive growth in the evolving digital landscape. Artificial Intelligence-Enabled Businesses demonstrates how AI is a catalyst for change in business functional areas. Though still in the experimental phase, AI is instrumental in redefining the workforce, predicting consumer behavior, solving real-life marketing dynamics and modifications, recommending products and content, foreseeing demand, analyzing costs, strategizing, managing big data, enabling |

collaboration of cross-entities, and sparking new ethical, social and regulatory implications for business. Thus, AI can effectively guide the future of financial services, trading, mobile banking, last-mile delivery, logistics, and supply chain with a solution-oriented focus on discrete business problems. Furthermore, it is expected to educate leaders to act in an ever more accurate, complex, and sophisticated business environment with the combination of human and machine intelligence. The book offers effective, efficient, and strategically competent suggestions for handling new challenges and responsibilities and is aimed at leaders who wish to be more innovative. It covers the early stages of AI adoption by organizations across their functional areas and provides insightful guidance for practitioners in the suitable and timely adoption of AI. This book will greatly help to scale up AI by leveraging interdisciplinary collaboration with cross-functional, skill-diverse teams and result in a competitive advantage. Audience This book is for marketing professionals, organizational leaders, and researchers to leverage AI and new technologies across various business functions. It also fits the needs of academics, students, and trainers, providing insights, case studies, and practical strategies for driving growth in the rapidly evolving digital landscape.