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Nota di contenuto	Introduction to Managing Artificial Intelligence -- Technological Foundations of AI -- Foundations of Neural Networks -- Introduction to Generative AI -- Evaluating and Optimizing AI Models -- Application Potentials of AI Technologies -- Identifying, Designing and Evaluating AI Use Cases -- AI Strategizing and Readiness -- Governance and Management of AI -- Techno-Economic Decisions of AI -- Designing Human-AI Interactions -- AI Monitoring and Change Management -- Ethical, Legal and Social Implications of AI.
Sommario/riassunto	Artificial intelligence (AI) is reshaping the way organizations operate, make decisions, and create value. As AI systems become increasingly

embedded in business processes, the challenge lies not only in understanding the technology but in managing it effectively. This book provides a comprehensive and structured overview of the principles, strategies, and practices required to integrate AI into modern organizations. It spans the full AI lifecycle, from foundational concepts and learning methods to the identification of use cases, the implementation of AI strategies and governance mechanisms, as well as the design and development of AI applications. It examines how to design meaningful human-AI interactions, navigate workforce transformation, and operate AI systems at scale. Ethical, legal, and social dimensions are addressed to ensure that AI adoption aligns with values such as transparency, fairness, and accountability. The book is written for decision-makers, professionals, and students who are not only curious about AI – but who want to actively shape its role in organizations. Whether you're leading AI initiatives or preparing for the future of work, it provides essential guidance for leveraging AI in a strategic and impactful way. After all, AI hasn't (yet) figured out how to manage itself.
