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Intelligence The Next Digital
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Artificial Intelligence The Next Digital Frontier

This open access book aims to set an agenda for research and action in the field of Digital Humanism through short essays written by selected thinkers from a variety of disciplines, including computer science, philosophy, education, law, economics, history, anthropology, political science, and sociology. This initiative emerged from the Vienna Manifesto on Digital Humanism and the associated lecture series. Digital Humanism deals with the complex relationships between people and machines in digital times. It acknowledges the potential of

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information technology. At the same time, it points to societal threats such as privacy violations and ethical concerns around artificial intelligence, automation and loss of jobs, ongoing monopolization on the Web, and sovereignty. Digital Humanism aims to address these topics with a sense of urgency but with a constructive mindset. The book argues for a Digital Humanism that analyses and, most importantly, influences the complex interplay of technology and humankind toward a better society and life while fully respecting universal human rights. It is a call to shaping technologies in accordance with human values and needs.

This book constitutes the refereed proceedings of the International

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Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of Business & Technology (EMABT), held in Istanbul, between 06–07 November 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to

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business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management, entrepreneurship, and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, innovation, legal issues, business ethics, and firm financial accounting and firm financial affairs, non-traditional research, and creative

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methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to appreciate. Looking for ways to handle the transition to a digital economy Robots, artificial intelligence, and driverless cars are no longer things of the distant future. They are with us today and will become increasingly common in coming years, along with virtual reality and digital personal assistants. As these tools advance deeper into everyday use, they raise the question—how will they

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transform society, the economy, and politics? If companies need fewer workers due to automation and robotics, what happens to those who once held those jobs and don't have the skills for new jobs? And since many social benefits are delivered through jobs, how are people outside the workforce for a lengthy period of time going to earn a living and get health care and social benefits? Looking past today's headlines, political scientist and cultural observer Darrell M. West argues that society needs to rethink the concept of jobs, reconfigure the social contract, move toward a system of lifetime learning, and develop a new kind of politics that can deal with economic dislocations. With the U.S. governance system in shambles because

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of political polarization and hyper-partisanship, dealing creatively with the transition to a fully digital economy will vex political leaders and complicate the adoption of remedies that could ease the transition pain. It is imperative that we make major adjustments in how we think about work and the social contract in order to prevent society from spiraling out of control. This book presents a number of proposals to help people deal with the transition from an industrial to a digital economy. We must broaden the concept of employment to include volunteering and parenting and pay greater attention to the opportunities for leisure time. New forms of identity will be possible when the "job" no longer defines people's sense of personal meaning, and

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they engage in a broader range of activities. Workers will need help throughout their lifetimes to acquire new skills and develop new job capabilities. Political reforms will be necessary to reduce polarization and restore civility so there can be open and healthy debate about where responsibility lies for economic well-being. This book is an important contribution to a discussion about tomorrow—one that needs to take place today.

This book shows digital economy has become one of the most sought out solutions to sustainable development and economic growth of nations. This book discusses the implications of both artificial intelligence and computational intelligence in the digital economy

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providing a holistic view on AI education, economics, finance, sustainability, ethics, governance, cybersecurity, blockchain, and knowledge management. Unlike other books, this book brings together two important areas, intelligence systems and big data in the digital economy, with special attention given to the opportunities, challenges, for education, business growth, and economic progression of nations. The chapters hereby focus on how societies can take advantage and manage data, as well as the limitations they face due to the complexity of resources in the form of digital data and the intelligence which will support economists, financial managers, engineers, ICT specialists, digital managers, data managers,

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policymakers, regulators, researchers, academics, students, economic development strategies, and the efforts made by the UN towards achieving their sustainability goals.

Artificial Intelligence for a Better Future

The Insights You Need from Harvard Business Review

The Next Generation of Competences Human + Machine

The Future of Artificial Intelligence in Digital Marketing

Artificial Intelligence: The Star of the Digital Galaxy: A Study of Digital Disruption, Innovation, and Economic Transformation

An Ecosystem Perspective on the Ethics of AI and Emerging Digital Technologies

One of the most persistent concerns about the future is whether it will be dominated by the predictive algorithms of AI – and, if so, what this will mean for our behaviour, for our institutions and for what it means to be human. AI changes our experience of time and the future and challenges our identities, yet we are blinded by its efficiency and fail to understand how it affects us. At the heart of our trust in AI lies a paradox: we leverage AI to increase our control over the future and uncertainty, while at the same time the performativity of AI, the power it has to make us act in the ways it predicts, reduces our agency over the future. This happens when we forget that that we humans have created the digital technologies to which we attribute agency. These developments also challenge the narrative of progress, which played such a central role in

modernity and is based on the hubris of total control. We are now moving into an era where this control is limited as AI monitors our actions, posing the threat of surveillance, but also offering the opportunity to reappropriate control and transform it into care. As we try to adjust to a world in which algorithms, robots and avatars play an ever-increasing role, we need to understand better the limitations of AI and how their predictions affect our agency, while at the same time having the courage to embrace the uncertainty of the future.

Transforming Management Using Artificial Intelligence Techniques redefines management practices using artificial intelligence (AI) by providing a new approach. It offers a detailed, well-illustrated treatment of each topic with examples and case studies, and brings

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the exciting field to life by presenting a substantial and robust introduction to AI in a clear and concise manner. It provides a deeper understanding of how the relevant aspects of AI impact each other's efficacy for better output. It's a reliable and accessible one-step resource that introduces AI; presents a full examination of applications; provides an understanding of the foundations; examines education powered by AI, entertainment, home and service robots, healthcare re-imagined, predictive policing, space exploration; and so much more, all within the realm of AI. This book will feature: Uncovering new and innovative features of AI and how it can help in raising economic efficiency at both micro- and macro levels Both the literature and practical aspects of AI and its uses This book summarizing key concepts at the end of each chapter

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to assist reader comprehension Case studies of tried and tested approaches to resolutions of typical problems Ideal for both teaching and general-knowledge purposes. This book will also simply provide the topic of AI for the readers, aspiring researchers and practitioners involved in management and computer science, so they can obtain a high-level of understanding of AI and managerial applications.

Digital technologies are currently dramatically changing healthcare. This book introduces the reader to the latest digital innovations in healthcare in fields such as artificial intelligence, points out new ways in patient care and describes the limits of its application. It also offers essential guidance in the form of structured and authoritative contributions by domain experts spanning from artificial intelligence to

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hospital management to radiology to dentistry to preventive medicine. Furthermore, it shares ideas and experiences of industry veterans, in particular on how IT-driven solutions could solve long-standing issues in the fields of healthcare and hospitalization. It also gives advice on what new digital technologies to consider for becoming a healthcare market leader in the future. Taken together, these contributions provide a “road map” to guide decision makers, physicians, academics, industry representatives and other interested readers to understand the large impact of digital technology on healthcare today and its enormous potential for future development. Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping

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of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are

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both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

**Big Data and Artificial Intelligence in
Digital Finance**

Robots, AI, and Automation

Social Machines

In AI We Trust

**Applications of Artificial Intelligence in
Business, Education and Healthcare**

**Implementing Innovation and Artificial
Intelligence**

**How 50 Successful Companies Used AI
and Machine Learning to Solve
Problems**

The legendary Silicon Valley

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entrepreneur examines how both business and government organizations can harness the power of disruptive technologies. Tom Siebel, the billionaire technologist and founder of Siebel Systems, discusses how four technologies—elastic cloud computing, big data, artificial intelligence, and the internet of things—are fundamentally changing how business and government will operate in the 21st century. While this profound and fast-moving transformation can appear daunting to some, Siebel

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shows how organizations can not only survive, but thrive in the new digital landscape. In this authoritative yet accessible book, Siebel guides readers through the technologies driving digital transformation, and demonstrates how they can strategically exploit their powerful capabilities. He shows how leading enterprises such as Enel, 3M, Royal Dutch Shell, the U.S. Department of Defense, and others are applying AI and IoT with stunning results. This book includes a selection of articles from The

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2019 World Conference on Information Systems and Technologies (WorldCIST'19), held from April 16 to 19, at La Toja, Spain. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges in modern information systems and technologies research, together with their technological development and applications. The book covers a number of topics, including A) Information and

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Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human-Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L)

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Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

The phenomenal growth of digital technologies is creating a tectonic shift in business. The explosion of information and increasingly growing mastery of available data are opening up endless economic opportunities, as the digitally-led economy is expected to double every 18-24 months. This shift might not be possible without Artificial Intelligence

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(AI). AI is becoming the star of the digital galaxy.

Gradually, it is becoming an integral part of human life, and its understanding should not be limited only to corporations or academicians. Large-scale companies already have robust training frameworks in place that expose their employees to this emerging digital technology. Existing and upcoming small to mid-size organizations both inside and outside the technological realm could have a challenge to functionally orient their

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employees to new emerging digital technologies.

Similarly, a non-expert will get inundated by the complexity and vastness of information in this area.

However, unfortunately, there is no single place to look for a comprehensive view of today's digital galaxy, which would perhaps answer questions like: 1.

How are digital technologies transforming human lives and businesses? 2. What are the key technical drivers behind these transformations? 3. Which digital economy platforms

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are taking the lead? 4. How are newer business opportunities created? 5. Which businesses are at the risk of disappearing? 6. What are the challenges for the digital economy? 7. What is coming next? These questions are important for the current and future digital workforce, small to mid-size enterprises within and outside the technology realm, academics, and the general population who wants to understand these emerging digital technologies and their practical uses. This book is intended as a primer

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to simplify and explain the concepts, implementations, and implications of the AI-powered digital galaxy. This publication will also endeavor to help readers know and understand the digital disruption, innovation, and economic transformation resulting from new digital technologies. Additionally, It will identify and illustrate the growth and development of various digital events from the last decade that have had an impact on modern businesses and lifestyle. This study will also show how

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data, automation, 3D-printing, distributed ledgers, IoT (Internet of thing), immersive experience, digital twins and various sub-technologies of artificial intelligence such as conversational platforms, recommender systems, machine vision and machine learning are shaping the twenty-first-century business model and human way of life. Additionally, the effectiveness of digital solutions will be assessed and recommendations will be shared. The author hopes these suggestions will inspire

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new business ideas. The primary objectives of this book are 1. To specify twenty-first-century smart technologies and how they are already helping or will help to conduct digital business and achieve maximum profitability. 2. To identify the digital disruption trends, impacts, and opportunities in the light of artificial intelligence (AI) and to evaluate promising use cases of AI within the existing business landscapes, or suggest new business paradigms by recommending additional

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revenue stream opportunities. 3. To summarize the economic landscape of the digital economy, how it is shaping up, and what possibilities, risks, and remedies it offers for entrepreneurs.

Enterprise Artificial Intelligence Transformation AI is everywhere. From doctor's offices to cars and even refrigerators, AI technology is quickly infiltrating our daily lives. AI has the ability to transform simple tasks into technological feats at a human level. This will

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change the world, plain and simple. That's why AI mastery is such a sought-after skill for tech professionals. Author Rashed Haq is a subject matter expert on AI, having developed AI and data science strategies, platforms, and applications for Publicis Sapient's clients for over 10 years. He shares that expertise in the new book, Enterprise Artificial Intelligence Transformation. The first of its kind, this book grants technology leaders the insight to create and scale their AI capabilities and

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bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine learning. Enterprise Artificial Intelligence Transformation covers a wide range of topics, including: Real-world AI use cases and examples

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Machine learning, deep learning, and semantic modeling Risk management of AI models AI strategies for development and expansion AI Center of Excellence creating and management If you're an industry, business, or technology professional that wants to attain the skills needed to grow your machine learning capabilities and effectively scale the work you're already doing, you'll find what you need in Enterprise Artificial Intelligence Transformation. Digitalization in Healthcare New Digital Technologies for

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Solving Future Societal and
Economical Challenges

Identification of AI

Acceptance Factors Tailored
to the German Financial
Services Sector

The Coming Collision of
Artificial Intelligence, Social
Networking, and Humanity
Artificial Intelligence and
Legal Analytics

Ten Visions for Our Future
Transforming Management
Using Artificial Intelligence
Techniques

**The second volume of this
successful handbook
represents varied
perspectives on the fast-**

expanding field of Service Science. The novel work collected in these chapters is drawn from both new researchers who have grown-up with Service Science, as well as established researchers who are adapting their frames for the modern service context. The first Handbook of Service Science marked the emergence of Service Science when disciplinary studies of business-to-customer service systems intertwined to meet the needs of a new era of business-to-business and

global service ecosystems. Today, the evolving discipline of Service Science involves advanced technologies, such as smartphones, cloud, social platforms, big data analytics, and artificial intelligence. These technologies are reshaping the service landscape, transforming both business models and public policy, ranging from retail and hospitality to transportation and communications. By looking through the eyes of today's new Service Scientists, it is anticipated

that value and grand challenges will emerge from the integration of theories, methods, and techniques brought together in the first volume, but which are now rooted more deeply in service-dominant logic and systems thinking in this second volume. The handbook is divided into four parts: 1) Service Experience--On the Human-centered Nature of Service; 2) Service Systems--On the Nature of Service Interactions; 3) Service Ecosystems--On the Broad Context of Service; 4)

Challenges—On Rethinking the Theory and Foundations of Service Science. The chapters add clarity on how to identify, enable, and measure service, thus allowing for new ideas and connections made to physics, design, computer science, and data science and analytics for advancing service innovation and the welfare of society.

Handbook of Service Science, Volume II offers a thorough reference suitable for a wide-reaching audience including researchers, practitioners,

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managers, and students who aspire to learn about or to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-

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century pioneer companies are already using AI to innovate and grow fast. The bottom line is this:

Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side

are you on? In *Human + Machine*, Accenture leaders Paul R. Daugherty and H.

James (Jim) Wilson show that the essence of the AI paradigm shift is the

transformation of all business processes within an organization--whether related to breakthrough innovation, everyday

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customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as

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what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. Human + Machine provides the missing and much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help

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executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives.

However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on

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developing fusion skills for the age of artificial intelligence.

Why the United States lags behind other industrialized countries in sharing the benefits of innovation with workers and how we can remedy the problem. The United States has too many low-quality, low-wage jobs. Every country has its share, but those in the United States are especially poorly paid and often without benefits. Meanwhile, overall productivity increases steadily and new technology has transformed large parts

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of the economy, enhancing the skills and paychecks of higher paid knowledge workers. What's wrong with this picture? Why have so many workers benefited so little from decades of growth? The Work of the Future shows that technology is neither the problem nor the solution. We can build better jobs if we create institutions that leverage technological innovation and also support workers through long cycles of technological transformation. Building on findings from the multiyear

MIT Task Force on the Work of the Future, the book argues that we must foster institutional innovations that complement technological change. Skills programs that emphasize work-based and hybrid learning (in person and online), for example, empower workers to become and remain productive in a continuously evolving workplace. Industries fueled by new technology that augments workers can supply good jobs, and federal investment in R&D can help make these industries worker-friendly.

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We must act to ensure that the labor market of the future offers benefits, opportunity, and a measure of economic security to all. Artificial Intelligence is a significant development in the technological landscape, and it is poised to be a veritable game-changer for all concerned. Given globalization and the winner-take-all market dynamics, there is a “superstar” effect at play in most markets, where a select few companies capture a lion’s share of the market, as well as the profit. Given this

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environment, Analytics goes from becoming a “good to have” to a “must have” if organizations are to take this opportunity to leverage the power of artificial intelligence and other adjacent technologies in an impactful manner. In this book, Priyo Chatterjee, drawing on his years of experience in the Analytics and Data Science space, takes a methodical approach to Analytics by first demonstrating why it has become so critical in “The Age of Artificial Intelligence.” Then he shows

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how companies can become more Analytical and, thereby, successful in deploying artificial intelligence strategies.

Blockchain Applications for Secure IoT Frameworks: Technologies Shaping the Future

What Works May Hurt—Side Effects in Education

The Impact of Artificial Intelligence on Governance, Economics and Finance, Volume 2

Understanding Artificial Intelligence

Analytics in the Age of Artificial Intelligence: The

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Why and the How of Using
Analytics to Unleash the
Power of Artificial
Intelligence

Artificial Intelligence in
Practice

Proceedings of The
International Conference on
Business and Technology
(ICBT 2021)

In these highly competitive times
and with so many technological
advancements, it is impossible
for any industry to remain
isolated and untouched by
innovations. In this era of digital
economy, the banking sector
cannot exist and operate without
the various digital tools offered

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by the ever new innovations happening in the field of Artificial Intelligence (AI) and its sub-set technologies. New technologies have enabled incredible progression in the finance industry. Artificial Intelligence (AI) and Machine Learning (ML) have provided investors and customers with more innovative tools, new types of financial products, and a new potential for growth. According to Cathy Bessant (the Chief Operations and Technology Officer, Bank of America), AI is not just a technology discussion. It is also a discussion about data and how it is used and protected. She

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says, “ In a world focused on using AI in new ways, we ’ re focused on using it wisely and responsibly. ”

Subscribe to the Author "Digital Marketing Legend - Srinidhi Ranganathan on YouTube".

Srinidhi brings 500+ Free courses and tutorials on Digital Marketing and Artificial Intelligence (AI) futuristic technologies on YouTube: <https://www.youtube.com/channel/UCXP3bY7BbMt1pXK0tPp8G4Q> It ’ s time to think about where the digital marketing world is actually heading. The answer is quite simple and known to you - “ Artificial Intelligence ” . The

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power of Artificial Intelligence for digital marketing usage can be compared to a treasure-house of activities and it cannot be measured instantly, at all. Today, the presence of "Artificial Intelligence " (AI) is common in almost every area - such as self-driving cars, machine learning, using your own personal assistants such as Siri, Alexa and others. In 2020, AI continues to take firm steps to become increasingly integral to our world. Digital marketing is indeed one of the most exciting applications for AI. Artificial Intelligence in Digital Marketing (AIDM) plays a role in making life simpler for

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business organisations that deploy marketing. One can rely on AI development resources and tools to simplify, cut costs, reduce manual labor etc. AI tools that function with neural networks are becoming more and more powerful. They aid in search and analysis of consumer behaviour with big data and information. Despite all these incredible technologies, the Internet seemed like a source of confusion for many. Nevertheless, today sophisticated companies are using artificial intelligence to devise digital marketing plans. Some companies use AI to get at

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the top of their game or grow ahead by devising brilliant digital marketing strategies— and to maintain that level. AI can save companies from spending too much money on time-bound human resources. It can speed up tasks with minimal effort, reduce your spendings on manual labour - at the same time. This book serves to be a brief insight or a very short compilation of 9 years of research that I conducted on Artificial Intelligence in Digital Marketing (AIDM). It will convey the guided method you can leverage to ‘ Enter the Digital Marketing Universe with the

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Power of Artificial Intelligence ' with Future 1.0 techniques.

Nevertheless, AI is not just about chatbots and personal helpers or assistants. You can find various forms of artificial intelligence that enable digital marketers in the field to make increasingly brilliant strategic and marketing decisions. Working on digital marketing with Artificial Intelligence projects require great practice, according to the details and research available, as far as the current scenario is concerned. Artificial intelligence is an amazing and grand asset for your company to simply work wonders. Using digital marketing

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tactics for AI will help brands offer enhanced customer experience and more efficiently market the brand. In addition, AI digital marketing will change the way we create brands and communicate with clients. So, get ready for Lights. Camera. Action. with Marketing Legend “ Srinidhi Ranganathan ” . Artificial intelligence (AI) and platforms are closely related. Most investments in AI, especially in critical technologies, are provided by large platforms. This book describes how platforms invest in AI and how AI will impact the next generation of competences, following a twofold

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approach to do so: on the one hand, the book seeks to understand how platforms for investment in intangibles and AI are organized, but on the other hand, it provides a framework to describe how AI will change jobs and competences in the future. Moreover, the book addresses five main themes: 1. platforms, platformization, and the foundations of their business models; 2. artificial intelligence, technological tendencies, and the policy agenda; 3. artificial intelligence, productivity, and the next generation of competences; 4. artificial intelligence, productivity, and the digital

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divide; 5. artificial intelligence, ethics, and the post-truth society.

The book ' s content is mostly based on papers presented at the last two installments of the World Conference on Intellectual Capital for Communities. It

brings together the views of leading scholars and experts on how artificial intelligence and platformization will impact competences in the near future.

Not long ago, Artificial Intelligence (AI) only existed in the realm of science fiction.

Today, it ' s a reality and is only growing more prominent each day, spreading across both every imaginable industry and

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countries around the world. But what is the number one AI modern person interacting with on a daily basis? The Internet. While search engine technology has been around for a few years, page-rank algorithms have been revolutionized by the introduction of AI technologies. Because this trend will continue into the foreseeable future, and become increasingly more important as the years go on, any digital marketer, small business owner, or social media user needs to know how it all works—and how you can use it to your advantage. In The Future of Artificial Intelligence in Digital Marketing,

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you will dive into the details of artificial intelligence (AI) and how it has dramatically affected digital marketing. Documenting the advancement of AI digital marketing, *The Future of Artificial Intelligence in Digital Marketing* offers proven solutions to mastering digital processes and search engines. The importance of applying empathic machines in digital marketing can ' t be overstated—nor can the benefits of using humanized AI digital marketing. Revolutionize your digital marketing world with *The Future of Artificial Intelligence in Digital Marketing*.

The Big Data-Driven Digital

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Economy: Artificial and
Computational Intelligence

Practical Applications

It's a Digital World -

Fundamentals of Artificial

Intelligence For Government and
Industry

The next big technological break
AI 2041

Digital Marketing Free Online
Courses

Power, Illusion and Control of
Predictive Algorithms

**How will artificial
intelligence change our
world within twenty
years? A WALL STREET
JOURNAL, WASHINGTON
POST, AND FINANCIAL**

**TIMES BEST BOOK OF THE
YEAR • “This inspired
collaboration between a
pioneering technologist
and a visionary writer
of science fiction
offers bold and urgent
insights.”—Yann LeCun,
winner of the Turing
Award; chief AI
scientist, Facebook
“Amazingly entertaining
. . . Lee and Chen take
us on an immersive trip
through the future. . .
. Eye-opening.”—Mark
Cuban AI will be the
defining development of
the twenty-first**

century. Within two decades, aspects of daily human life will be unrecognizable. AI will generate unprecedented wealth, revolutionize medicine and education through human-machine symbiosis, and create brand-new forms of communication and entertainment. In liberating us from routine work, however, AI will also challenge the organizing principles of our economic and social order. Meanwhile, AI

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will bring new risks in the form of autonomous weapons and smart technology that inherits human bias. AI is at a tipping point, and people need to wake up—both to AI’s radiant pathways and its existential perils for life as we know it. In this provocative, utterly original work, Kai-Fu Lee, the former president of Google China and bestselling author of *AI Superpowers*, teams up with celebrated novelist

Chen Qiufan to imagine our world in 2041 and how it will be shaped by AI. In ten gripping short stories, they introduce readers to an array of eye-opening 2041 settings, such as:

- In San Francisco, the “job reallocation” industry emerges as deep learning AI causes widespread job displacement
- In Tokyo, a music fan is swept up in an immersive form of celebrity worship based on virtual reality and mixed reality
- In

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Mumbai, a teenage girl rebels when AI's crunching of big data gets in the way of romance • In Seoul, virtual companions with perfected natural language processing (NLP) skills offer orphaned twins new ways to connect • In Munich, a rogue scientist draws on quantum computing, computer vision and other AI technologies in a revenge plot that imperils the world By gazing toward a not-so-distant horizon, AI 2041

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offers urgent insights into our collective future—while reminding readers that, ultimately, humankind remains the author of its destiny.

**"a provocative new book"
– The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations**

such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven

processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will

make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and

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**responsibilities for the
leaders of both digital
and traditional firms**

Packed with

**examples—including many
from the most powerful
and innovative global,
AI-driven**

**competitors—and based on
research in hundreds of
firms across many
sectors, this is your
essential guide for
rethinking how your firm
competes and operates in
the era of AI.**

**A straightforward, non-
technical guide to the
next major marketing**

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tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and

analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the

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power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in

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**marketing Understand how
marketers without a Data
Science degree can make
use of machine learning
technology Collaborate
with data scientists as
a subject matter expert
to help develop focused-
use applications Help
your company gain a
competitive advantage by
leveraging leading-edge
technology in marketing
Marketing and data
science are two fast-
moving, turbulent
spheres that often
intersect; that
intersection is where**

marketing professionals pick up the tools and methods to move their company forward.

Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay

ahead of the curve.

This reference presents information about different facets of IoT and blockchain systems that have been recently proposed for practical situations. Chapters provide knowledge about how these technologies are applied in functions related to trust management, identity management, security threats, access control and privacy. Key Features: - Introduces the reader to fundamental concepts of

**IoT and blockchain
technology - reports
advances in the field of
IoT, ubiquitous
computing and blockchain
computing - includes the
applications of
different frameworks -
explains the role of
blockchains in improving
IT security - provides
examples of smart grids,
data transmission
models, digital business
platforms, agronomics
and big data solutions -
Includes references for
further reading
Blockchain Applications**

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**for Secure IoT
Frameworks Technologies
Shaping the Future is a
handy reference for
information technology
professionals and
students who want
updated information
about applications of
IoT and blockchains in
secure operational and
business processes.
Organizational
Acceptance of Artificial
Intelligence
Perspectives on Digital
Humanism
Artificial Intelligence
in Banking**

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Competing in the Age of AI

The Future of Work

Volume 1

**Handbook of Service
Science, Volume II**

This book is addressed to young researchers and engineers in the fields of Computational Science and Artificial Intelligence, ranging from innovative computational methods to digital machine learning tools and their coupling used for solving challenging industrial and societal problems. This book provides the latest knowledge from jointly

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academic and industries experts in Computational Science and Artificial Intelligence fields for exploring possibilities and identifying challenges of applying Computational Sciences and AI methods and tools in industrial and societal sectors. Artificial Intelligence (AI) will change the lives of people and businesses more fundamentally than many people can even imagine today. This book illustrates the importance of AI in an era of digitalization. It introduces the foundations

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of AI and explains its benefits and challenges for companies and entire industries. In this regard, AI is approached not just as yet another technology, but as a fundamental innovation, which will spread into all areas of the economy and life, and will disrupt business processes and business models in the years to come. In turn, the book assesses the potential that AI holds, and clarifies the framework that is necessary for pursuing a responsible approach to

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AI. In a series of best-practice cases, the book subsequently highlights a broad range of sectors and industries, from production to services; from customer service to marketing and sales; and in industries like retail, health care, energy, transportation and many more. In closing, a dedicated chapter outlines a roadmap for a specific corporate AI journey. No one can ignore intensive work with AI today - neither as a private person, let alone as a top performer in companies.

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This book offers a thorough, carefully crafted, and easy to understand entry into the field of AI. The central terms used in the AI ??context are given a very good explanation. In addition, a number of cases show what AI can do today and where the journey is heading. An important book that you should not miss! Professor Dr. Harley Krohmer University of Bern "Inspiring, thought provoking and comprehensive, this book is wittingly designed to

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be a catalyst for your individual and corporate AI journey.” Avo Schönbohm, Professor at the Berlin School of Economics and Law, Enterprise Game Designer at LUDEO and Business Punk Artificial Intelligence to Solve Pervasive Internet of Things Issues discusses standards and technologies and wide-ranging technology areas and their applications and challenges, including discussions on architectures, frameworks, applications, best practices, methods and

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techniques required for integrating AI to resolve IoT issues. Chapters also provide step-by-step measures, practices and solutions to tackle vital decision-making and practical issues affecting IoT technology, including autonomous devices and computerized systems. Such issues range from adopting, mitigating, maintaining, modernizing and protecting AI and IoT infrastructure components such as scalability, sustainability, latency, system decentralization and maintainability. The

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book enables readers to explore, discover and implement new solutions for integrating AI to solve IoT issues.

Resolving these issues will help readers address many real-world applications in areas such as scientific research, healthcare, defense, aeronautics, engineering, social media, and many others. Discusses intelligent techniques for the implementation of Artificial Intelligence in Internet of Things Prepared for researchers and specialists who are

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interested in the use and
integration of IoT and
Artificial Intelligence
technologies

This book focuses on the
implementation of
Artificial Intelligence in
Business, Education and
Healthcare, It includes
research articles and
expository papers on the
applications of Artificial
Intelligence on Decision
Making, Entrepreneurship,
Social Media, Healthcare,
Education, Public Sector,
FinTech, and RegTech. It
also discusses the role of
Artificial Intelligence in
the current COVID-19

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pandemic, in the health sector, education, and others. It also discusses the impact of Artificial Intelligence on decision-making in vital sectors of the economy.

New Technology in the Field of Retailing.

Artificial Intelligence and the Concept of Scan-and-Go

Strategic Implications For Small- and Medium-Sized Force Providers

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marketing - to be honest. I learnt it myself. It's my own hard work, hours of intensive research, and stuff that I actually learned by failing, failing again and executing new things that have helped me reach where I am today. Those failures finally have translated to success - thanks to god's grace. I want you to go through every single link to a video or course in this book. It will prove to be extremely useful to each one of you. Always remember that implementation is still the key. If you are able to implement the stuff taught, you will definitely be on the roadway to success

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as a digital marketer. This open access book proposes a novel approach to Artificial Intelligence (AI) ethics. AI offers many advantages: better and faster medical diagnoses, improved business processes and efficiency, and the automation of boring work. But undesirable and ethically problematic consequences are possible too: biases and discrimination, breaches of privacy and security, and societal distortions such as unemployment, economic exploitation and weakened democratic processes. There is even a prospect, ultimately, of super-

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intelligent machines replacing humans. The key question, then, is: how can we benefit from AI while addressing its ethical problems? This book presents an innovative answer to the question by presenting a different perspective on AI and its ethical consequences. Instead of looking at individual AI techniques, applications or ethical issues, we can understand AI as a system of ecosystems, consisting of numerous interdependent technologies, applications and stakeholders. Developing this idea, the book explores how AI ecosystems can be shaped to foster human

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flourishing. Drawing on rich empirical insights and detailed conceptual analysis, it suggests practical measures to ensure that AI is used to make the world a better place.

Artificial intelligence (AI) is on everybody's minds these days. Most of the world's leading companies are making massive investments in it.

Governments are scrambling to catch up. Every single one of us who uses Google Search or any of the new digital assistants on our smartphones has witnessed first-hand how quickly these developments now go. Many analysts foresee truly

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disruptive changes in education, employment, health, knowledge generation, mobility, etc. But what will AI mean for defense and security? In a new study HCSS offers a unique perspective on this question. Most studies to date quickly jump from AI to autonomous (mostly weapon) systems. They anticipate future armed forces that mostly resemble today's armed forces, engaging in fairly similar types of activities with a still primarily industrial-kinetic capability bundle that would increasingly be AI-augmented. The authors of this study argue that AI may

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have a far more transformational impact on defense and security whereby new incarnations of 'armed force' start doing different things in novel ways. The report sketches a much broader option space within which defense and security organizations (DSOs) may wish to invest in successive generations of AI technologies. It suggests that some of the most promising investment opportunities to start generating the sustainable security effects that our polities, societies and economies expect may lie in in the realms of prevention and resilience. Also in

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those areas any large-scale application of AI will have to result from a preliminary open-minded (on all sides) public debate on its legal, ethical and privacy implications. The authors submit, however, that such a debate would be more fruitful than the current heated discussions about 'killer drones' or robots. Finally, the study suggests that the advent of artificial super-intelligence (i.e. AI that is superior across the board to human intelligence), which many experts now put firmly within the longer-term planning horizons of our DSOs, presents us with

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unprecedented risks but also opportunities that we have to start to explore. The report contains an overview of the role that 'intelligence' - the computational part of the ability to achieve goals in the world - has played in defense and security throughout human history; a primer on AI (what it is, where it comes from and where it stands today - in both civilian and military contexts); a discussion of the broad option space for DSOs it opens up; 12 illustrative use cases across that option space; and a set of recommendations for - especially - small-

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and medium sized defense and security organizations.

The book investigates the determinants which are influencing the acceptance of artificial intelligence (AI) in an organizational context, focusing on the German financial services industry. An AI-specific acceptance model is being developed based on technology acceptance models as well as being enriched with practical insights from industry experts.

Ultimately, the acceptance of artificial intelligence is influenced by multiple, interrelated variables, which can be classified into five major dimensions:

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organizational, individual,
financial, technological and
societal factors.

Increasing Personalization
and Trust in Digital Finance
using Big Data and AI

Fundamentals, Use Cases and
Methods for a Corporate AI
Journey

Impact of Artificial
Intelligence, and the Fourth
Industrial Revolution on
Business Success

Reimagining Work in the Age
of AI

Artificial Intelligence for
Marketing

Future 1.0: Your Guide To
Rule The Digital Marketing
Universe with Artificial
Intelligence

Digital Transformation

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The field of artificial intelligence (AI) and the law is on the cusp of a revolution that began with text analytic programs like IBM's Watson and Debater and the open-source information management architectures on which they are based. Today, new legal applications are beginning to appear and this book - designed to explain computational processes to non-programmers - describes how they will change the practice of law, specifically by connecting computational models of legal reasoning directly with legal text, generating arguments for and against particular outcomes,

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predicting outcomes and explaining these predictions with reasons that legal professionals will be able to evaluate for themselves. These legal applications will support conceptual legal information retrieval and allow cognitive computing, enabling a collaboration between humans and computers in which each does what it can do best. Anyone interested in how AI is changing the practice of law should read this illuminating work. Will your next doctor be a human being—or a machine? Will you have a choice? If you do, what should you know before making it? This book

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introduces the reader to the pitfalls and promises of artificial intelligence (AI) in its modern incarnation and the growing trend of systems to "reach off the Web" into the real world. The convergence of AI, social networking, and modern computing is creating an historic inflection point in the partnership between human beings and machines with potentially profound impacts on the future not only of computing but of our world and species. AI experts and researchers James Hendler—co-originator of the Semantic Web (Web 3.0)—and Alice Mulvehill—developer of AI-based operational systems

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for DARPA, the Air Force, and NASA—explore the social implications of AI systems in the context of a close examination of the technologies that make them possible. The authors critically evaluate the utopian claims and dystopian counterclaims of AI prognosticators. Social Machines: The Coming Collision of Artificial Intelligence, Social Networking, and Humanity is your richly illustrated field guide to the future of your machine-mediated relationships with other human beings and with increasingly intelligent machines. What Readers Will

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Learn What the concept of a social machine is and how the activities of non-programmers are contributing to machine intelligence How modern artificial intelligence technologies, such as Watson, are evolving and how they process knowledge from both carefully produced information (such as Wikipedia and journal articles) and from big data collections The fundamentals of neuromorphic computing, knowledge graph search, and linked data, as well as the basic technology concepts that underlie networking applications such as Facebook and Twitter How the

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change in attitudes towards cooperative work on the Web, especially in the younger demographic, is critical to the future of Web applications. Who This Book Is For: General readers and technically engaged developers, entrepreneurs, and technologists interested in the threats and promises of the accelerating convergence of artificial intelligence with social networks and mobile web technologies.

AI 2041: Ten Visions for Our Future
Currency

Essay from the year 2021 in the subject Business economics - Offline Marketing and Online

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Marketing, grade: 1,0, , course: Strategic Retail Marketing, language: English, abstract: Digital technology is an extremely disruptive factor for our modern world and for the way companies operate. The success of social networks, as well as the growing importance of platform businesses and e-commerce, would not be possible without digital technology. But people have already become accustomed to the existence and functioning of social media and amazon as a gigantic marketplace. How will new digital technologies and especially Artificial Intelligence (AI)

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change retail?

The Work of the Future

Artificial Intelligence

Artificial Intelligence to

Solve Pervasive Internet of

Things Issues

Welcome to Experience New-

Age Artificial Intelligence

(AI) Powered Digital

Marketing Tools and

Technologies

Platforms and Artificial

Intelligence

New Knowledge in Information

Systems and Technologies

Survive and Thrive in an Era

of Mass Extinction

Yong Zhao shines a light on the long-ignored phenomenon of side effects of education policies and practices, bringing a fresh and perhaps surprising perspective to

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evidence-based practices and policies. Identifying the adverse effects of some of the “best” educational interventions with examples from classrooms to boardrooms, the author investigates causes and offers clear recommendations. “A highly readable and important book about the side effects of education reforms. Every educator and researcher should take its lessons to heart.”

—Diane Ravitch, New York University “A stunning analysis of the problems encountered in our efforts to improve education. If Yong Zhao has not delivered the death blow to naive empiricism, he has at least severely wounded it.” —Gene V. Glass, San José State University

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“This book is a brilliantly written analysis of well-known educational change efforts followed by a concrete call for action that no policymaker, researcher, teacher, or education reform advocate should leave unread.” —Pasi Sahlberg, University of New South Wales, Sydney

“Nothing less than the future of the republic is dealt with in this wonderful and crucial book about the field of educational research and policy.” —David C. Berliner, Arizona State University

Cyber-solutions to real-world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems.

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Presenting 50 case studies of actual situations, this book demonstrates practical applications to issues faced by businesses around the globe. The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment. Artificial intelligence and machine learning are cited as the most important modern business trends to drive success. It is used in areas ranging from banking and finance to social media and marketing. This technology continues to provide innovative solutions to businesses of all sizes, sectors and industries.

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This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others. Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries: Understand how specific business problems are addressed by innovative

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machine learning methods
Explore how current artificial intelligence applications improve performance and increase efficiency in various situations
Expand your knowledge of recent AI advancements in technology
Gain insight on the future of AI and its increasing role in business and industry
Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.
Strategy and Leadership When Algorithms and Networks Run the World