

Surviving Ai The Promise And Peril Of Artificial Intelligence

In the imagination age, organizations need to harness the power of creativity and innovation in order to survive and thrive. Grounded in academic and applied research, this book offers invaluable insights into these concepts from an interdisciplinary perspective. Through compelling narratives, the author critically discusses the theories and models that will empower the thinking of researchers, entrepreneurs and leaders. Revealing how the fourth industrial revolution can put our creative minds into play with enormous opportunities to solve problems and make meaning, the book invites us to debate how human and emerging technologies will write the next chapter of human history. It covers philosophical approaches to creativity, the characteristics of creative teams, the components of individual creativity as well as the role of imagination and associative thinking in fostering creativity and innovation. The book includes new theory, original empirical evidence, and applied case studies synthesizing advances in innovation and technology for the retail sector. Chapters identify the challenges retailers face in response to new practices, suggesting how the sector can respond to technological developments, ethical considerations and privacy issues.

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This book is the first to examine the history of imaginative thinking about intelligent machines. As real Artificial Intelligence (AI) begins to touch on all aspects of our lives, this long narrative history shapes how the technology is developed, deployed and regulated. It is therefore a crucial social and ethical issue. Part I of this book provides a historical overview from ancient Greece to the start of modernity. These chapters explore the revealing pre-history of key concerns of contemporary AI discourse, from the nature of mind and creativity to issues of power and rights, from the tension between fascination and ambivalence to investigations into artificial voices and technophobia. Part II focuses on the twentieth and twenty-first-centuries in which a greater density of narratives emerge alongside rapid developments in AI technology. These chapters reveal not only how AI narratives have consistently been entangled with the emergence of real robotics and AI, but also how they offer a rich source of insight into how we might live with these revolutionary machines. Through their close textual engagements, these chapters explore the relationship between imaginative narratives and contemporary debates about AI's social, ethical and philosophical consequences, including questions of dehumanization, automation, anthropomorphisation, cybernetics, cyberpunk, immortality, slavery, and governance. The contributions, from leading

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humanities and social science scholars, show that narratives about AI offer a crucial epistemic site for exploring contemporary debates about these powerful new technologies.

This pathbreaking volume expands on the construct of psychological ownership, placing it in the contexts of both individual consumer behavior and the wider decision-making of consumer populations. An individual's feeling of ownership toward a target represents the perception that something is "mine!", and is highly relevant to buying and relating to specific goods, economic and health decision-making and, especially salient given today's privacy concerns, psychological ownership of digital content and personal data. Experts analyze the social conditions and cognitive processes concerning shared consumer experiences and psychological ownership. Contributors also discuss possibilities for socially responsible forms of psychological ownership using examples from environmental causes, and the behavioral mechanisms involved when psychological ownership becomes problematic, as in cases of hoarding. Included among the topics: Evidence from young children suggesting that even legal ownership is fundamentally psychological. Ownership, the extended self, and the extended object. Psychological ownership in financial decisions. The intersection of ownership and design. Can consumers perceive collective psychological ownership of an organization? Whose

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experience is it, anyway? Psychological ownership and enjoyment of shared experiences. Psychological ownership as a facilitator of sustainable behaviors including stewardship. Future research avenues in psychological ownership. Psychological Ownership and Consumer Behavior pinpoints research topics and real-world issues that will define the field in the coming years. It will be especially useful in graduate classes in marketing, consumer behavior, policy interventions, and business psychology.

Artificial Intelligence: Robot Law, Policy and Ethics

Retail Futures

Advances in Intelligent, Flexible, and Lean Management and Engineering

A History of Imaginative Thinking about Intelligent Machines

The Good, the Bad and the Ugly of the Digital Transformation

Integral Investing

Ahead of Her Time

Inspiring memoir by entrepreneur Judy Piatkus, who launched her startup at a time when mothers were not expected to be businesswomen and grew it into a highly successful international brand. The story of a pioneer of female entrepreneurship, values-led management and the rise of personal development publishing. Judy Piatkus did not come from a monied background and began her career as a secretary after failing to achieve a university place. By the time she founded Piatkus Books from her spare bedroom, she was

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married with a disabled small daughter and pregnant with her second child. Gradually she learned how to be both a publisher and a managing director and to combine that with her family life as she had become a single mother of three. A lot of mistakes were made but she also got a lot of things right. The company prospered, thanks to the risks Judy took in tackling new subjects in the marketplace and also her approach to running the company, which focused on transparency, honesty and trust and was rewarded by the loyalty of the staff, many of whom worked alongside Judy for upwards of twenty years. Throughout the book Judy describes her learning experience as an entrepreneur, what it really means to run a company, the many triumphs and the pitfalls, what worked and what didn't, how the company learned to reinvent itself through lean times and how it felt to finally strike gold. "A concise, insightful and sophisticated guide to maintaining humane values in an age of new machines."—The New York Times Book Review "While we need to rewrite the rules of the twenty-first-century economy, Kevin's book is a great look at how people can do this on a personal level to always put humanity first."—Andrew Yang With a new afterword by the author You are being automated. After decades of hype and sci-fi fantasies, artificial intelligence is leaping out of research labs and into the center of our lives. Automation doesn't just threaten our jobs. It shapes our entire human experience, with AI and algorithms influencing the TV shows we watch, the music we listen to, the beliefs we hold, and the relationships we form. And while the age-old debate over whether automation will destroy jobs rages on, an even more important question is being ignored: How can we be happy, successful humans in a world that is increasingly built by and for machines? In Futureproof: 9 Rules for Humans in the Age of Automation, New York Times technology

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columnist Kevin Roose lays out a hopeful, pragmatic vision for how we can thrive in the age of AI and automation. He shares the secrets of people and organizations that have survived previous waves of technological change, and explains what skills are necessary to stay ahead of today's intelligent machines, with lessons like

- Be surprising, social, and scarce.*
- Resist machine drift.*
- Leave handprints.*
- Demote your devices.*
- Treat AI like a chimp army.*

Roose rejects the conventional wisdom that in order to succeed in the AI age, we have to become more like machines ourselves—hyper-efficient, data-driven workhorses. Instead, he says, we should focus on being more human, and doing the kinds of creative, inspiring, and meaningful things even the most advanced robots can't do.

*As we approach a great turning point in history when technology is poised to redefine what it means to be human, *The Fourth Age* offers fascinating insight into AI, robotics, and their extraordinary implications for our species. "If you only read just one book about the AI revolution, make it this one" (John Mackey, cofounder and CEO, Whole Foods Market). In *The Fourth Age*, Byron Reese makes the case that technology has reshaped humanity just three times in history: 100,000 years ago, we harnessed fire, which led to language; 10,000 years ago, we developed agriculture, which led to cities and warfare; 5,000 years ago, we invented the wheel and writing, which led to the nation state. We are now on the doorstep of a fourth change brought about by two technologies: AI and robotics. "Timely, highly informative, and certainly optimistic" (Booklist), *The Fourth Age* provides an essential background on how we got to this point, and how—rather than what—we should think about the topics we'll soon all be facing: machine consciousness, automation, changes in employment, creative computers, radical life extension, artificial life, AI ethics, the future*

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of warfare, superintelligence, and the implications of extreme prosperity. By asking questions like “Are you a machine?” and “Could a computer feel anything?”, Reese leads you through a discussion along the cutting edge in robotics and AI, and provides a framework by which we can all understand, discuss, and act on the issues of the Fourth Age and how they’ll transform humanity.

Consumer-facing and business-to-business organizations know that if they get their approach to customers right, they will be rewarded with unprecedented customer loyalty. This will lead to increased market share, improved sales, an enhanced reputation and higher profitability. Despite this, many of today's companies fail to recognize that the notable improvements in their service delivery are not keeping up with increased customer expectations. Creating Customer Loyalty outlines simple, easy to understand strategies for creating a sustainable customer loyalty management programme that will win loyal customers. Demonstrating how to focus solely on the things that enable and enhance success, this book shows how to make loyalty a habit and structure a business that attracts and retains the best customers. Using examples from both UK and international companies such as Lexus, Aldi, Dyson, The Ritz-Carlton and Virgin Atlantic, Creating Customer Loyalty explains why customer experience management alone does not build lasting loyalty, and why customer expectation and customer memory management are essential. It outlines how to make every occasion epic by removing those 'ouch' moments, replacing them with 'wow' experiences, and developing dazzling recovery techniques to create unforgettable stories and positive memories.

Theories, Practice and Application

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9 Rules for Humans in the Age of Automation

From Profit to Prosperity

Klara and the Sun

I Survived the Sinking of the Titanic, 1912 (I Survived #1)

Big Data Demystified

The Fourth Industrial Revolution

Artificial intelligence is our most powerful technology, and in the coming decades it will change everything in our lives. If we get it right it will make humans almost godlike. If we get it wrong... well, extinction is not the worst possible outcome. "Surviving AI" is a concise, easy-to-read guide to what's coming, taking you through technological unemployment (the economic singularity) and the possible creation of a superintelligence (the technological singularity). Here's what some of the leading thinkers in the field have to say about it: A sober and easy-to-read review of the risks and opportunities that humanity will face from AI. Jaan Tallinn - co-founder of Skype Understanding AI - its promise and its dangers - is emerging as one of the great challenges of coming decades and this is an invaluable guide to anyone who's interested, confused, excited or scared. David Shukman - BBC Science Editor We have recently seen a surge in the volume of scholarly analysis of this topic; Chace impressively augments that with this high-quality, more general-audience discussion. Aubrey de Grey - CSO of SENS Research Foundation; former AI researcher It's rare to see a book about the potential End of the World that is fun to read without descending into sensationalism or crass oversimplification. Ben Goertzel - chairman of Novamente LLC Calum Chace is a prescient messenger of the risks and rewards of artificial intelligence. In "Surviving AI" he has identified the most essential issues and developed them with insight and wit - so that the very framing of the questions aids our search for answers. Chace's sensible balance between

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AI's promise and peril makes "Surviving AI" an excellent primer for anyone interested in what's happening, how we got here, and where we are headed. Kenneth Cukier - co-author of "Big Data" If you're not thinking about AI, you're not thinking. "Surviving AI" combines an essential grounding in the state of the art with a survey of scenarios that will be discussed with equal vigor at cocktail parties and academic colloquia. Chris Meyer - author of "Blur," "It's Alive," and "Standing on the Sun" The appearance of Calum Chace's book is of some considerable personal satisfaction to me, because it signifies the fact that the level of social awareness of the rise of massively intelligent machines has finally reached the mainstream. If you want to survive the next few decades, you cannot afford NOT to read Chace's book. Prof. Dr. Hugo de Garis - former director of the Artificial Brain Lab, Xiamen University, China "Surviving AI" is an exceptionally clear, well-researched and balanced introduction to a complex and controversial topic, and is a compelling read to boot. Sean O hEigartaigh -executive director of Cambridge Centre for the Study of Existential Risk In "Surviving AI," Calum Chace provides a marvellously accessible guide to the swirls of controversy that surround discussion of what is likely to be the single most important event in human history -the emergence of artificial superintelligence. Throughout, "Surviving AI" remains clear and jargon-free. David Wood - chair of London Futurists Artificial intelligence is the most important technology of our era. Technological unemployment could force us to adopt an entirely new economic structure, and the creation of superintelligence would be the biggest event in human history. "Surviving AI" is a first-class introduction to all of this. Brad Feld - co-founder of Techstars"

Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how an ecommerce company

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avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. With simple and straightforward chapters that allow you to map examples onto your own business, *Big Data Demystified* will help you:

- Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible.
- Understand big data and data science and how they can help you reach your business goals and gain competitive advantage.
- Use big data to understand where you are now and how you can improve in the future.
- Understand factors in choosing a big data system, including whether to go with cloud-based solutions.
- Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven.

BIG DATA MAKES A BIG DIFFERENCE "Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School "Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure Group

Secrets of the Entrepreneurial Mindset Revealed Learn how curiosity, imagination, and exponential innovation are creating life without limits Naveen Jain is leading disruptions today that will reshape the world--and beyond. From redefining civilian space exploration to creating a path to free energy to disrupting healthcare and education, Jain is at the forefront of the exponential technology developments

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that will forever change how we live and work. In Moonshots Jain reveals the secrets of the "super entrepreneur" mindset--the catalyst for creating an exciting and abundant future. He then walks readers through the application of these powerful concepts in three moonshot initiatives that he is leading today, one of which is Moon Express, a private lunar venture that promises to open up the moon's vast resources for the betterment of humanity. In Jain's world, the term "moonshot" is meant both literally and figuratively! Journey with Jain through these illuminating pages and awaken your own moonshot potential. It's a discovery that will change your life--and quite possibly the world. The book cover includes interactive augmented reality features.

The “intimate and expansive” (Time) memoir of “one of the most important artists working in the world today” (Financial Times), telling a remarkable history of China over the last hundred years while also illuminating his artistic process “Poignant . . . An illuminating through-line emerges in the many parallels Ai traces between his life and his father’s.”—The New York Times Book Review (Editors’ Choice) ONE OF THE BEST BOOKS OF THE YEAR: Time, BookPage, Booklist, Kirkus Reviews Once a close associate of Mao Zedong and the nation’s most celebrated poet, Ai Weiwei’s father, Ai Qing, was branded a rightist during the Cultural Revolution, and he and his family were banished to a desolate place known as “Little Siberia,” where Ai Qing was sentenced to hard labor cleaning public toilets. Ai Weiwei recounts his childhood in exile, and his difficult decision to leave his family to study art in America, where he befriended Allen Ginsberg and was inspired by Andy Warhol and the artworks of Marcel Duchamp. With candor and wit, he details his return to China and his rise from artistic unknown to art world superstar and international human rights activist—and how his work has been shaped by living under a totalitarian regime. Ai Weiwei’s sculptures and installations have been viewed by millions around the globe, and his architectural achievements include helping to design the iconic

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Bird's Nest Olympic Stadium in Beijing. His political activism has long made him a target of the Chinese authorities, which culminated in months of secret detention without charge in 2011. Here, for the first time, Ai Weiwei explores the origins of his exceptional creativity and passionate political beliefs through his life story and that of his father, whose creativity was stifled. At once ambitious and intimate, Ai Weiwei's 1000 Years of Joys and Sorrows offers a deep understanding of the myriad forces that have shaped modern China, and serves as a timely reminder of the urgent need to protect freedom of expression.

Futureproof

Contesting Neoliberalism

The Global Politics of Artificial Intelligence

Smart Robots, Conscious Computers, and the Future of Humanity

Creativity in the Imagination Age

Artificial Intelligence and the Two Singularities

Mobile Lenses on Learning

Technologies such as artificial intelligence have led to significant advances in science and medicine, but have also facilitated new forms of repression, policing and surveillance. AI policy has become without doubt a significant issue of global politics. The Global Politics of Artificial Intelligence tackles some of the issues linked to AI development and use, contributing to a better understanding of the global politics of AI. This is an area where enormous work still needs to be done, and the contributors to this volume provide significant

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input into this field of study, to policy makers, academics, and society at large. Each of the chapters in this volume works as freestanding contribution, and provides an accessible account of a particular issue linked to AI from a political perspective. Contributors to the volume come from many different areas of expertise, and of the world, and range from emergent to established authors.

This edited collection examines the intersections between career guidance, social justice and neo-liberalism. Contributors offer an original and global discussion of the role of career guidance in the struggle for social justice and evaluate the field from a diverse range of theoretical positions. Through a series of chapters that positions career guidance within a neoliberal context and presents theories to inform an emancipatory direction for the field, this book raises questions, offers resources and provides some glimpses of an alternative future for work. Drawing on education, sociology, and political science, this book addresses the theoretical basis of career guidance's involvement in social justice as well as the methodological consequences in relation to career guidance research.

The science of AI was born a little over 60 years ago, but for most of that time its achievements were modest. In 2012 it experienced a big bang, when a branch of statistics called Machine Learning (and a sub-

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branch called Deep Learning) was applied to it. Now machines have surpassed humans in image recognition, and they are catching up with us at speech recognition and natural language processing. Every day, the media reports the launch of a new service, a new product, and a new demonstration powered by AI. When will it end? The surprising truth is, the AI revolution has only just begun. Artificial Intelligence and the Two Singularities argues that in the course of this century, the exponential growth in the capability of AI is likely to bring about two "singularities" - points at which conditions are so extreme that the normal rules break down. The first is the economic singularity, when machine skill reaches a level that renders many of us unemployable and requires an overhaul of our current economic and social systems. The second is the technological singularity, when machine intelligence reaches and then surpasses the cognitive abilities of an adult human, relegating us to the second smartest species on the planet. These singularities will present huge challenges, but this book argues that we can meet these challenges and overcome them. If we do, the rewards could be almost unimaginable. This book covers:

- Recent developments in AI and its future potential
- The economic singularity and the technological singularity in depth
- The risks and opportunities presented by AI
- What actions we should take

Artificial intelligence can turn out to be the best thing ever to

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happen to humanity, making our future wonderful almost beyond imagination. But only if we address head-on the challenges that it will raise. Calum Chace is a best-selling author of fiction and non-fiction books and articles, focusing on the subject of artificial intelligence. He is a regular speaker on artificial intelligence and related technologies, and runs a blog on the subject at www.pandoras-brain.com. Prior to becoming a full-time writer and speaker, he spent 30 years in business as a marketer, a strategy consultant, and a CEO. He studied philosophy at Oxford University, where he discovered that the science fiction he had been reading since boyhood was simply philosophy in fancy dress.

There has recently been an escalated interest in the interface between psychology and economics. The Cambridge Handbook of Psychology and Economic Behaviour is a valuable reference dedicated to improving our understanding of the economic mind and economic behaviour. Employing empirical methods - including laboratory and field experiments, observations, questionnaires and interviews - the Handbook provides comprehensive coverage of theory and method, financial and consumer behaviour, the environment and biological perspectives. This second edition also includes new chapters on topics such as neuroeconomics, unemployment, debt, behavioural public finance, and cutting-edge work on fuzzy trace theory and robots, cyborgs and consumption. With

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distinguished contributors from a variety of countries and theoretical backgrounds, the Handbook is an important step forward in the improvement of communications between the disciplines of psychology and economics that will appeal to academic researchers and graduates in economic psychology and behavioral economics.

Languages and Literacies on the Move

The Legality and Accountability of Autonomous Weapon Systems

A Memoir

AI Superpowers

AI Narratives

A Humanitarian Law Perspective

The Promise and Peril of Artificial Intelligence

"Read *The Economic Singularity* if you want to think intelligently about the future." Aubrey de Grey Artificial intelligence (AI) is overtaking our human ability to absorb and process information. Robots are becoming increasingly dextrous, flexible, and safe to be around (except the military ones). It is our most powerful technology, and you need to understand it. This new book from best-selling AI writer Calum Chace argues that within a few decades, most humans will not be able to work for money. Self-driving cars will probably be the canary in the

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coal mine, providing a wake-up call for everyone who isn't yet paying attention. All jobs will be affected, from fast food McJobs to lawyers and journalists. This is the single most important development facing humanity in the first half of the 21st century. The fashionable belief that Universal Basic Income is the solution is only partly correct. We are probably going to need an entirely new economic system, and we better start planning soon - for the Economic Singularity! The outcome can be very good - a world in which machines do all the boring jobs and humans do pretty much what they please. But there are major risks, which we can only avoid by being alert to the possible futures and planning how to avoid the negative ones."

Examining the potential benefits and risks of using artificial intelligence to advance global sustainability. Drones with night vision are tracking elephant and rhino poachers in African wildlife parks and sanctuaries; smart submersibles are saving coral from carnivorous starfish on Australia's Great Barrier Reef; recycled cell phones alert Brazilian forest rangers to the sound of illegal logging. The tools of artificial intelligence are being increasingly deployed in the battle for global

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sustainability. And yet, warns Peter Dauvergne, we should be cautious in declaring AI the planet's savior. In *AI in the Wild*, Dauvergne avoids the AI industry-powered hype and offers a critical view, exploring both the potential benefits and risks of using artificial intelligence to advance global sustainability.

"The field of artificial intelligence (AI) is booming. No machine yet comes close to matching human intelligence, but many scientists believe it is only a matter of time before we reach this milestone. What will such a future look like?"

From her place in the store, Klara, an Artificial Friend with outstanding observational qualities, watches carefully the behaviour of those who come in to browse, and of those who pass in the street outside. She remains hopeful a customer will soon choose her, but when the possibility emerges that her circumstances may change for ever, Klara is warned not to invest too much in the promises of humans. In *'Klara and the Sun'*, Kazuo Ishiguro looks at our rapidly-changing modern world through the eyes of an unforgettable narrator to explore a fundamental question: what does it mean to love?

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Surviving AI

Pandora's Brain

Handbook of Advances in Marketing in an Era of Disruptions

An Agile Adoption and Transformation Survival Guide

The Mavericks Who Brought A. I. to Google, Facebook, and the World

Sustainability in the Age of Artificial Intelligence

Anatomy: A Love Story

With his insightful and wide-ranging theory of recognition, Axel Honneth has decisively reshaped the Frankfurt School tradition of critical social theory. Combining insights from philosophy, sociology, psychology, history, political economy, and cultural critique, Honneth's work proposes nothing less than an account of the moral infrastructure of human sociality and its relation to the perils and promise of contemporary social life. This book provides an accessible overview of Honneth's main contributions across a variety of fields, assessing the strengths and weaknesses of his thought. Christopher Zurn clearly explains Honneth's multi-faceted theory of recognition and its relation to diverse topics: individual identity, morality, activist movements, progress, social pathologies, capitalism, justice, freedom, and critique. In so doing, he places

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Honneth's theory in a broad intellectual context, encompassing classic social theorists such as Kant, Hegel, Marx, Freud, Dewey, Adorno and Habermas, as well as contemporary trends in social theory and political philosophy. Treating the full range of Honneth's corpus, including his major new work on social freedom and democratic ethical life, this book is the most up-to-date guide available. Axel Honneth will be invaluable to students and scholars working across the humanities and social sciences, as well as anyone seeking a clear guide to the work of one of the most influential theorists writing today.

Today, early-stage investors and entrepreneurs find themselves in a dilemma in which they must choose between profit and impact; between traditional, for-profit-only models on the one hand, and multiple-bottom-line structures with a positive social or environmental impact on the other. At a time in which climate change, exponentially growing technologies, social polarization, and looming pandemics are calling into question humanity's priorities, this Report to the Club of Rome and the World Academy of Art and Science dissolves this dilemma by proposing a new investment paradigm, namely Integral Investing. Integral Investing incorporates and transcends the best practices of both traditional venture capital and impact investing. It provides a seamless integration and shows how technological progress need not be our rival, but can instead be our ally in

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ensuring the prosperous society we all want. Drawing on her own investments and stellar track record since 1995, the author reveals the mechanism of Integral Investing. At the heart of it is a powerful, 360-degree de-risking tool called the Theta Model, which reveals how to make smart investment decisions based on the comprehensive integration of traditional due-diligence criteria, sustainability metrics, and assessments of the founders' and team culture. But it doesn't stop there. In turn, this handbook demonstrates how to use human-centered AI to scale and digitalize the investment process. The goal here is to accelerate the use of exponential tech, capital, and consciousness leadership to transition to a sustainable global society: a process the author refers to as the Investment Turnaround. The 21 principles of Integral Investing, which she defines using Ken Wilber's Integral Theory, lead to her manifesto on how to implement the UN Sustainable Development Goals within Planetary Boundaries by 2050 through early-stage investing and entrepreneurship. Similar to the 15th century, when the Medicis inspired the Renaissance, today humanity is once again at a crucial turning point where pioneering public and private financiers, investors, entrepreneurs, and other committed individuals have the opportunity to leave behind the legacy of a prosperous society. This handbook provides a source of inspiration, and shows how self-actualization, a positive mindset, and a

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consciousness that is backed by a world-centric desire can become the driving force for solving the global grand challenges.

We are in an era of massive disruptions in markets, media, management approaches and business models. These disruptions are being caused by rapid technological changes on the one hand and tectonic shifts in customer preferences and societal behaviour on the other. Marketing knowledge and practices have to advance at a significantly higher pace to address the changing context of market behaviour. Handbook of Advances in Marketing in an Era of Disruptions is meant to share ideas and new knowledge that are relevant to this world of disruptions. Leading scholars from around the world, who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices, have put forth their theses on how marketing thinking needs to evolve to keep pace with the market reality. This book is dedicated to Professor Jagdish N. Sheth and honours his sustained contribution as a management thinker, scholar, academician and corporate adviser in an illustrious career spanning over five decades.

The most terrifying events in history are brought vividly to life in this New York Times bestselling series! Ten-year-old George Calder can't believe his luck -- he and his little sister, Phoebe, are on the famous Titanic, crossing the ocean with

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their Aunt Daisy. The ship is full of exciting places to explore, but when George ventures into the first class storage cabin, a terrible boom shakes the entire boat. Suddenly, water is everywhere, and George's life changes forever. Lauren Tarshis brings history's most exciting and terrifying events to life in this New York Times bestselling series. Readers will be transported by stories of amazing kids and how they survived!

The Economic Singularity

Moonshots

Build Lasting Loyalty Using Customer Experience Management

Career Guidance for Social Justice

The Cambridge Handbook of Psychology and Economic Behaviour

Essays in Honour of Jagdish N. Sheth

How to use big data, data science and AI to make better business decisions and gain competitive advantage

It is critical in this day of discovery and augmented scientific knowledge that we come to an accurate balance of understanding between foundational science and foundational religion. We are facing a technology that is moving at enormous speed. We need to understand the precarious status of humans as we enter and live through the future technology era that is upon us. Humanity could be

negatively affected by technology either unintentionally or by design. As we move forward, ethical and moral decisions will be confronted as to how we manage AI (artificial intelligence) robots, avatars, and the huge data-gathering process associated with the tech industries being formulated at this moment. Controversy will rage, but solutions will percolate. The truth is, you and I are "the product" in the new global technology paradigm, and our information will feed AI, "the data-eating beast." Pandora's box is open. Science and technology are leapfrogging forward at an exponential pace. There is no mechanism to stop it...except God! God's children are weighted and wired for spiritual success. True doctrines and ordinances of the Gospel of Christ fortify faith and give Christians hope in His return. Spiritual development and power comes to those who are prepared and willing to stand with Christ. The fuller blessings may be ours in spite of the underlying challenges. Perhaps it is fortunate that we live in the fullness of time and the fast-approaching premillennial era. The righteous will be saved in life or death. Some may be blessed to witness the glorious Second Coming of the Savior.

'This colourful page-turner puts artificial intelligence into a human perspective . . . Metz explains this transformative technology and makes the quest thrilling.'
Walter Isaacson, author of Steve Jobs

Long dismissed as a technology of the distant future, artificial intelligence was a project consigned to the fringes of the scientific community. Then two researchers changed everything. One was a

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64-year old computer science professor and the other was a 36-year-old neuroscientist and chess prodigy. Though they took very different paths, together they helped catapult AI to the forefront of our daily lives and created a business worth billions. This is the story of a technological revolution and the arms race it has sparked among companies such as Google, Microsoft, Facebook, and Elon Musk's OpenAI. It is also the story of the struggle between international powers, shareholder value, the pursuit of scientific knowledge, and the very human concerns about privacy, security, bias and prejudice that AI raises. New York Times Silicon Valley journalist Cade Metz draws on unparalleled access to create an extraordinarily vivid account of an ongoing technological revolution. And he poses the question that will dominate the next half-century- where will AI take us next? _____

'Metz tells his engrossing story through the lives of a dozen geniuses, scores of brilliant men (mostly), and an ongoing, cutthroat industrial and academic arms race . . . A must-read, fully-up-to-date report on the holy grail of computing.' Kirkus Reviews

Artificial intelligence (AI) is a field within computer science that is attempting to build enhanced intelligence into computer systems. This book traces the history of the subject, from the early dreams of eighteenth-century (and earlier) pioneers to the more successful work of today's AI engineers. AI is becoming more and more a part of everyone's life. The technology is already embedded in face-recognizing cameras, speech-recognition software, Internet search engines, and health-care robots, among other applications. The book's many diagrams and

easy-to-understand descriptions of AI programs will help the casual reader gain an understanding of how these and other AI systems actually work. Its thorough (but unobtrusive) end-of-chapter notes containing citations to important source materials will be of great use to AI scholars and researchers. This book promises to be the definitive history of a field that has captivated the imaginations of scientists, philosophers, and writers for centuries.

Pandora's Brain Description Around half the scientists researching artificial intelligence (AI) think that a conscious machine with cognitive abilities at or beyond human level will be created by 2050. If they are right, the consequence could be an intelligence explosion, in which the AI rapidly and enormously exceeds human competence. Pandora's Brain is a science thriller by best-selling writer Calum Chace. It uses the issues raised by the possible coming machine intelligence explosion as a platform for a fast-paced and thought-provoking adventure story. The story is set in the very near future, and features Matt, a shy but engaging and resourceful student who discovers that his recently-deceased father was involved in research that could enable the construction of the world's first conscious machine. Matt's enquiries lead to him being kidnapped, as he is caught in the crossfire between two groups pursuing that goal - one led by a Russian billionaire, and another backed by the US military. Matt has to do more than simply survive: he has to harness these powerful forces to his own ends. At stake is his own life and those of his family and friends. A dramatic seaborne rescue operation, a series of brutal murders and other filmic action scenes follow.

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In the course of his adventures, Matt discovers that the potential upside of creating machine intelligence includes immortality, and godlike powers of understanding and being - but the potential downside is immediate extinction, or worse. As he is drawn deeper into his adventure, he becomes both the symbol and the victim of a global struggle over the approach to be taken towards this powerful new technology. A landmark decision at a meeting of the UN General Assembly forces Matt to make a fateful decision which sparks the story's final twist. Selected reviews for Pandora's Brain: I love the concepts in this book! Peter James, author of the best-selling Roy Grace series Awesome! Count me as a fan. Brad Feld, co-founder of Techstars Pandora s Brain is a captivating tale of developments in artificial intelligence that could, conceivably, be just around the corner. Mainly set in the present day, the plot unfolds in an environment that seems reassuringly familiar, but which is overshadowed by a combination of both menace and promise. Carefully crafted, and absorbing from its very start, the book held my rapt attention throughout a series of surprise twists, as various personalities react in different ways to a growing awareness of that menace and promise. David Wood, Chairman of London Futurists I was eagerly anticipating a fiction adventure book on precisely this topic! Very well done, Calum Chace. A timely, suspenseful, and balanced portrayal of AI and the most important decisions humanity will make in the near future. Hank Pellissier, producer of the Transhuman Visions conferences Pandora s Brain is a tour de force that neatly explains the key concepts behind the likely future of artificial intelligence in the

context of a thriller novel. Ambitious and well executed, it will appeal to a broad range of readers. In the same way that Suarez s Daemon and Naam s Nexus leaped onto the scene, redefining what it meant to write about technology, Pandora s Brain will do the same for artificial intelligence. "Mind uploading? Check. Human equivalent AI? Check. Hard takeoff singularity? Check. Strap in, this is one heck of a ride. William Hertling, author of the Singularity series of novels "

The Quest for Artificial Intelligence

Building Smarter Machines

The Fourth Age

The Economics of Artificial Intelligence

Life After Warming

How a One-Woman Startup Became a Global Publishing Brand (Conscious Leadership i n Practice)

AI in the Wild

Introduction -- China's Sputnik moment -- Copycats in the Coliseum -- China's alternate Internet universe -- A tale of two countries -- The four waves of AI -- Utopia, dystopia, and the real AI crisis -- The wisdom of cancer -- A blueprint for human co-existence with AI -- Our global AI story

INSTANT #1 NEW YORK TIMES BESTSELLER* *INSTANT #1 INDIE BESTSELLER

***INSTANT USA TODAY BESTSELLER* *A REESE'S YA BOOK CLUB PICK* "Schwartz's**

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magical novel is at once gripping and tender, and the intricate plot is engrossing as the reader tries to solve the mystery. She doesn't miss a beat in either the characterization or action, scattering clues with a delicate, precise hand. This is, in the end, the story of the anatomy of the human heart." - Booklist (starred review) Dana Schwartz ' s Anatomy: A Love Story is a gothic tale full of mystery and romance. Hazel Sinnett is a lady who wants to be a surgeon more than she wants to marry. Jack Currer is a resurrection man who ' s just trying to survive in a city where it ' s too easy to die. When the two of them have a chance encounter outside the Edinburgh Anatomist ' s Society, Hazel thinks nothing of it at first. But after she gets kicked out of renowned surgeon Dr. Beecham ' s lectures for being the wrong gender, she realizes that her new acquaintance might be more helpful than she first thought. Because Hazel has made a deal with Dr. Beecham: if she can pass the medical examination on her own, Beecham will allow her to continue her medical career. Without official lessons, though, Hazel will need more than just her books—she ' ll need corpses to study. Lucky that she ' s made the acquaintance of someone who digs them up for a living. But Jack has his own problems: strange men have been seen skulking around cemeteries, his friends are disappearing off the streets, and the dreaded Roman Fever, which wiped out thousands a few years ago, is back with a vengeance. Nobody important cares—until Hazel. Now, Hazel and Jack must work together to uncover the secrets buried not just in unmarked graves, but in the very

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heart of Edinburgh society.

In *Artificial Intelligence: Robot Law, Policy and Ethics*, Dr. Nathalie Rébé discusses the legal and contemporary issues in relation to creating conscious robots. This book provides an in-depth analysis of the existing regulatory tools, as well as a new comprehensive framework for regulating Strong AI.

This book explores mobile learning as a form of learning particularly suited to our ever more mobile world, presenting a new conceptualisation of the value of mobile devices in education through the metaphor of lenses on learning. With a principal focus on mobile-assisted language learning (MALL), it draws on insights derived from MALL language, literacy and cultural projects to illustrate the possibilities inherent in all mobile learning. In its broad sweep the book takes in new and emerging technologies and tools from robots to holograms, virtual reality to augmented reality, and smart glasses to embeddable chips, considering their potential impact on education and, indeed, on human society and the planet as a whole. While not shying away from discussing the risks, it demonstrates that, handled appropriately, mobile, context-aware technologies allow educators to build on the personalised and collaborative learning facilitated by web 2.0 and social media, but simultaneously to go much further in promoting authentic learning experiences grounded in real-world encounters. In this way, teachers can better prepare students to face a global, mobile future, with all of its evolving possibilities and challenges.

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Balancing God, Science, and Technology in the End Times

An Agenda

1000 Years of Joys and Sorrows

Genius Makers

The Uninhabitable Earth

China, Silicon Valley, and the New World Order

ECCWS 2019 18th European Conference on Cyber Warfare and Security

"It is worse, much worse, than you think. If your anxiety about global warming is dominated by fears of sea-level rise, you are barely scratching the surface of what terrors are possible. In California, wildfires now rage year-round, destroying thousands of homes. Across the US, "500-year" storms pummel communities month after month, and floods displace tens of millions annually. This is only a preview of the changes to come. And they are coming fast. Without a revolution in how billions of humans conduct their lives, parts of the Earth could become close to uninhabitable, and other parts horrifically inhospitable, as soon as the end of this century. In his travelogue of our near future, David Wallace-Wells brings into stark relief the climate troubles that await -- food shortages, refugee emergencies, and other crises that will reshape the globe. But the world will be remade by warming in more profound ways as well, transforming our politics, our

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culture, our relationship to technology, and our sense of history. It will be all-encompassing, shaping and distorting nearly every aspect of human life as it is lived today. Like *An Inconvenient Truth* and *Silent Spring* before it, *The Uninhabitable Earth* is both a meditation on the devastation we have brought upon ourselves and an impassioned call to action. For just as the world was brought to the brink of catastrophe within the span of a lifetime, the responsibility to avoid it now belongs to a single generation"--

Contemporary Consumer Culture Theory contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. Contemporary Consumer Culture Theory begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the

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reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. Contemporary Consumer Culture Theory is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.

Advances in artificial intelligence (AI) highlight the potential of this technology to affect productivity, growth, inequality, market power, innovation, and employment. This volume seeks to set the agenda for economic research on the impact of AI. It covers four broad themes: AI as a general purpose technology; the relationships between AI, growth, jobs, and inequality; regulatory responses to changes brought on by AI; and the effects of AI on the way economic research is conducted. It explores the economic influence of machine learning, the branch of computational statistics that has driven much of the recent excitement around AI, as well as the economic impact of robotics and automation and the potential economic consequences of a still-hypothetical artificial general intelligence.

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The volume provides frameworks for understanding the economic impact of AI and identifies a number of open research questions. Contributors: Daron Acemoglu, Massachusetts Institute of Technology Philippe Aghion, Collège de France Ajay Agrawal, University of Toronto Susan Athey, Stanford University James Bessen, Boston University School of Law Erik Brynjolfsson, MIT Sloan School of Management Colin F. Camerer, California Institute of Technology Judith Chevalier, Yale School of Management Iain M. Cockburn, Boston University Tyler Cowen, George Mason University Jason Furman, Harvard Kennedy School Patrick Francois, University of British Columbia Alberto Galasso, University of Toronto Joshua Gans, University of Toronto Avi Goldfarb, University of Toronto Austan Goolsbee, University of Chicago Booth School of Business Rebecca Henderson, Harvard Business School Ginger Zhe Jin, University of Maryland Benjamin F. Jones, Northwestern University Charles I. Jones, Stanford University Daniel Kahneman, Princeton University Anton Korinek, Johns Hopkins University Mara Lederman, University of Toronto Hong Luo, Harvard Business School John McHale, National University of Ireland Paul R. Milgrom, Stanford University Matthew Mitchell, University of Toronto Alexander Oettl, Georgia Institute of Technology Andrea Prat, Columbia Business School Manav Raj, New York University Pascual Restrepo, Boston University Daniel Rock, MIT Sloan School of Management Jeffrey D.

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Creating Customer Loyalty

Axel Honneth

Psychological Ownership and Consumer Behavior
Contemporary Consumer Culture Theory

Artificial Intelligence and the Death of Capitalism
Creating a World of Abundance

In organizations today, knowledge on how to manage in a green environment is of a particular emphasis and is an important discussion topic amongst academics, researchers, and managers. Undertakings such as sustainability, not only in an environmental

perspective but also in an organizational perspective; recycling; re-use; low costs; waste reduction; and high productivity are only some, among many others, that require a break in traditional management paradigms. Present organizations need to be managed with different models where innovation and change are key words as they drive the organization to success. At this level, green management appears as a new way to manage and understand organizations, making them more strategic and competitive in the markets where they are and where they will be in the future. Advances in Intelligent, Flexible, and Lean Management and Engineering introduces the newest models, theories, and tools along with the practices, policies, and strategies for management and engineering. This book reflects on the experiences and thoughts about the state-of-the-art research in the green management and engineering fields, as well as the future direction of this scope of research. It covers important topics such as green transformational leadership, artificial intelligence, production models, sustainable factories, and more. This book is an essential resource tool for engineers, executives, managers, economists, practitioners, researchers, academicians, and students looking for information on

***the advances in management and engineering for businesses.
A comprehensive definition of autonomous weapons systems and their
operation and what happens when they cause violations of
international law.***

***Between the 18th and 19th centuries, Britain experienced massive
leaps in technological, scientific, and economical advancement
Artificial Intelligence***