

Artificial Intelligence The Next Digital Frontier

President Putin's explicit declaration that the country that makes progress in artificial intelligence will rule the world has launched a new race for dominance. In this era of cognitive competition and total automation, every country understands that it must rapidly adopt AI or go bust. To stay competitive a country must have a strategy. But how should a government proceed? What areas it must focus on? Where should it even start? This book provides answers to these important, yet pertinent, questions and more. Presenting the viewpoints of global experts and thought leaders on key issues relating to AI and government policies, this book directs us to the future.

Discover how new digital technologies such as artificial intelligence, machine learning, and robotics are changing traditional business models and processes. Learn what these changes mean and how to implement them from a business perspective.

This book constitutes revised selected papers from the 12th international Global Sourcing Workshop 2018, held in La Thuile, Italy, in February 2018. The 9 contributions included were carefully reviewed and selected from 40 submissions. The book offers a review of the key topics in sourcing of services,

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populated with practical frameworks that serve as a tool kit to students and managers. The range of topics covered in this book is wide and diverse, offering micro and macro perspectives on successful sourcing of services. Case studies from various organizations, industries and countries are used extensively throughout the book, giving it a unique position within the current literature offering.

This book constitutes the refereed proceedings of the 4th International Conference on Digital Economy, ICDEc 2019, held in Beirut, Lebanon, in April 2019. The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 31 papers presented in this volume were carefully reviewed and selected from 89 submissions. The theme of ICDEc 2019 was “Digital Economy: Emerging Technologies and Business Innovation”. The papers were organized in topical sections named: digital transformation; e-finance; social media communication; intelligent systems; e-commerce and business analytics; e-learning and cloud education; e-commerce and digital economy; data science; digital marketing; and digital business model.

Cyber-solutions to real-world business problems Artificial Intelligence in Practice

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is a fascinating look into how companies use AI and machine learning to solve problems. 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. 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 machine learning methods Explore how current artificial intelligence applications

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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.

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 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*, 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

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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.

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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 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,

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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 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. 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 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

The first report in a new flagship series, WIPO Technology Trends, aims to shed light on the trends in innovation in artificial intelligence since the field first developed in the 1950s.

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“Refreshingly thought-provoking...” – The Financial Times The essential playbook for the future of your business What To Do When Machines Do Everything is a guidebook to succeeding in the next generation of the digital economy. When systems running on Artificial Intelligence can drive our cars, diagnose medical patients, and manage our finances more effectively than humans it raises profound questions on the future of work and how companies compete. Illustrated with real-world cases, data, and insight, the authors provide clear strategic guidance and actionable steps to help you and your organization move ahead in a world where exponentially developing new technologies are changing how value is created. Written by a team of business and technology expert practitioners—who also authored Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business—this book provides a clear path to the future of your work. The first part of the book examines the once in a generation upheaval most every organization will soon face as systems of intelligence go mainstream. The authors argue that contrary to the doom and gloom that surrounds much of IT and business at the moment, we are in fact on the cusp of the biggest wave of opportunity creation since the Industrial Revolution. Next, the authors detail a clear-cut business model to help leaders take part in this coming boom; the AHEAD model outlines five strategic initiatives—Automate, Halos, Enhance, Abundance, and Discovery—that are central to competing in the next phase of global business by driving new levels of efficiency, customer intimacy and innovation. Business leaders today have two options: be swallowed up by the ongoing technological evolution, or ride the crest of the wave to new profits and better business. This book shows you how to avoid your own extinction event, and will help you; Understand the untold full extent of technology's impact on the way we work and live. Find out

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where we're headed, and how soon the future will arrive Leverage the new emerging paradigm into a sustainable business advantage Adopt a strategic model for winning in the new economy The digital world is already transforming how we work, live, and shop, how we are governed and entertained, and how we manage our money, health, security, and relationships. Don't let your business—or your career—get left behind. What To Do When Machines Do Everything is your strategic roadmap to a future full of possibility and success. Or peril.

The ongoing and seemingly unstoppable digital transformation brings forth new options, opportunities but also challenges to individuals, organizations, companies and societies alike. Governments are alarmed, realizing the potential consequences on the workforce, while also being apparently helpless against uncontrollable and powerful digital players such as Google or Facebook. As Henry Wittke shows, recent breakthroughs in the field of machine learning increase the potential of Artificial Intelligence to disrupt the world's largest industries. Wittke attempts to provide a basic framework of what constitutes AI as well as to assess its impact on the Information Economy. What happens in case of rising mass unemployment or social inequality? What will be the effect on labor as a value system for today's societies? Could the entire notion of capitalism be questioned in the wake of AI? The book aims to draw conclusions and give recommendations to policymakers.

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 pandemic, in the health sector, education, and others. It also discusses the

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impact of Artificial Intelligence on decision-making in vital sectors of the economy. The impacts of the digital transformation on society in general, and particularly on people's lives, are the subject of increasing debate among policymakers, researchers and industry. This book explores the challenges of this new revolution, identifies solutions, and demonstrates how knowledge management can enable the transition process associated with the digital transformation, guided by the principles of sustainability. Featuring contributions by experts from diverse areas of science and business – on topics ranging from the digital transformation of knowledge management in the public sector, to the creation of sustainable smart cities, regions and countries, and from using AI for business models to food security – it provides a comprehensive discourse on the digital transformation's impacts on employment, education, governance, social life, sustainability, values, the economy and democracy.

Artificial intelligence (AI) technologies are one of the top investment priorities in these days. We expect that by 2030, some 800 million jobs will have disappeared and taken over by machines, and artificial intelligence will reach human levels by around 2029. Continuing this train of thought to 2045, we will have multiplied the intelligence, the human biological machine intelligence of our civilization a billion-fold. The time of machines requires new forms of work and new ways of business education. This book is authored by a range of international experts with a diversity of backgrounds and perspectives hopefully bringing us closer to the responses for the questions like how may AI be used /or is a threat for PRME implementation, how will AI impact the business education world or what we should teach in business school in the time of AI (what the 'right' set of future skills is)? In our book, we address the following questions: 1. How will AI impact the business education world? 2. How will AI be used in business schools

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and management learning? 3. Is AI a threat for the successful implementation of PRME? 4. What should new learning goals be? 5. How should we create next generation learning journeys?

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

The Future of Artificial Intelligence in Digital Marketing
The next big technological break
Maria Johnsen

While corporate governance has been a successful concept throughout the centuries, it is in question whether this concept can remain sustainable in the digital era and during a time of technological and managerial disruption. Under the pressure of new economic, social, and ecologic challenges, it is vital to understand how this concept needs to transform. Challenges and Opportunities of Corporate Governance

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Transformation in the Digital Era is an essential reference source that discusses concepts, trends, and forecasts of corporate governance and examines its transformation under the pressure of new technologies and economic changes. Featuring research on topics such as corporate identity, e-commerce, and cost management, this book is ideally designed for corporate leaders, managers, executives, business professionals, consultants, professors, researchers, and students. Business Purpose Design is an essential guide for a human-centric and holistic purpose for businesses. Discontinuity, uncertainty, complexity, and ambiguity are driving forces of our world. Entire markets, industries, departments, and specialist areas interact and correlate with each other - unplanned and open-ended. In our world, orientation and a common driver is key to navigate, to distinguish relevant information from irrelevant, to take decisions and lead companies to create a positive future. Together with 32 outstanding personalities, from thought leaders, executives, founders, designers, and scientists, Monika looks at the 30 most relevant topics für purpose entrepreneurship. Bonus: Many examples, trend outlooks, and conceptional images inspire new thoughts and ideas - and reassure existing developments. Furthermore, takeaways for every topic offer a hands-on guide to act right away. With the Business Purpose Design model, organizations of any size can design, build, and grow their business towards becoming impact-driven. It provides a toolkit, and over 90 practical tips to design or and implement purpose within an organization right away. It allows for

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many perspectives. Co-created by over 32 practitioners from 30 disciplines. Illustrated with a critical eye by one of Europe's most sophisticated graphic-recording duo.

Specially designed for executives, consultants, entrepreneurs, coaches, managers, designers and leaders of all types of organizations. www.business-purpose.com

Do you have specific tactics to survive this era of digital transformation? How can a firm extract powerful insights from responding to and implementing new-age technologies? Some companies adapt. Others miss the boat. Knowledge of what technology to employ, how to employ it, when and why it should be employed is a must in this era. Intelligent Marketing emphasizes organizing resources, developing capabilities and designing strategies for deploying new-age technologies to ensure a healthy financial outcome for all the key stakeholders, and a better quality of life for the society and community.

This book gathers selected papers presented at the 2020 World Conference on Information Systems and Technologies (WorldCIST'20), held in Budva, Montenegro, from April 7 to 10, 2020. WorldCIST provides a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences with and challenges regarding various aspects of modern information systems and technologies. The main topics covered are A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and

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

Learn how to succeed in the digital economy The paradigms of big business have changed. Business models that were once lucrative now seem to barely move the needle. Incumbents of the old guard find themselves superseded by new, digitally-charged, data-fuelled organisations that leverage platform-based business models. How can pre-digital businesses survive? They're loaded with resources, brand power and deeply embedded networks, they just need a new playbook. Chasing Digital is that playbook. Outlining a clear and detailed framework, this book is designed to help leaders re-design their organisation from the bottom up by leveraging their strengths to create a new competitive advantage in the digital economy. From laying the foundations of transformation: developing a considered strategy, growing a conducive culture and building a receptive organisational design; to building core digital capabilities: taking advantage of data, harnessing artificial intelligence and embracing appropriate platforms; to adapting the accelerators of change: navigating board expectations, mitigating potential roadblocks and making the right investments, this

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playbook will give you the tools and mindsets needed to not only survive but to thrive and leave a legacy for future leaders. Integrate technology into your business strategy and culture Prioritise and manage your company's digital transition Create opportunities for fast and intentional digital growth Learn how to minimise friction with stakeholders Cut through the jargon and hype, and focus on what is critical to undertaking a truly successful, company-wide, digital transformation. In a world where digital is changing everything, Chasing Digital will help your organisation to transition beyond old business models to adopt the new digital paradigm and a new era of business. Embrace the chase.

Artificial intelligence (AI) technologies are one of top investment priorities in these days. They are aimed at finding applications in fields of special value for humans, including education. The fourth industrial revolution will replace not only human hands but also human brains, the time of machines requires new forms of work and new ways of business education, however we must be aware that if there is no control of human-AI interaction, there is a risk of losing sight of this interaction's goal. First, it is important to get people to truly understand AI systems, to intentionally participate in their use, as well as to build their trust, because “the measure of success for AI applications is the value they create for human lives” (Stanford University 2016, 33). Consequently, society needs to adapt to AI applications if it is to extend its benefits and mitigate the inevitable errors and failures. This is why it is highly recommended to create new AI-

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powered tools for education that are the result of cooperation between AI researchers and humanities' and social sciences' researchers, who can identify cognitive processes and human behaviors. This book is authored by a range of international experts with a diversity of backgrounds and perspectives hopefully bringing us closer to the responses for the questions what we should teach (what the 'right' set of future skills is), how we should teach (the way in which schools should teach and assess them) and where we should teach (what implications does AI have for today's education infrastructure). We must remember as we have already noticed before "...education institutions would need to ensure that that they have an appropriate infrastructure, as well as the safety and credibility of AI-based systems. Ultimately, the law and policies need to adjust to the rapid pace of AI development, because the formal responsibility for appropriate learning outcomes will in future be divided between a teacher and a machine. Above all, we should ensure that AI respect human and civil rights (Stachowicz-Stanusch, Amann, 2018)".

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

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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 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. The contemporary world lives on the data produced at an unprecedented speed through social networks and the internet of things (IoT). Data has been called the new global currency, and its rise is transforming entire industries, providing a wealth of opportunities. Applied data science research is necessary to derive useful information from big data for the effective and efficient utilization to solve real-world problems. A broad analytical set allied with strong business logic is fundamental in today's corporations. Organizations work to obtain competitive advantage by analyzing the data produced within and outside their organizational limits to support their decision-making processes. This book aims to provide an overview of the concepts, tools, and techniques behind the fields of data science and artificial intelligence (AI) applied to business and industries. The Handbook of Research on Applied Data Science and Artificial Intelligence in Business and Industry discusses all stages of data science to AI and their application to real problems across industries—from science and engineering

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to academia and commerce. This book brings together practice and science to build successful data solutions, showing how to uncover hidden patterns and leverage them to improve all aspects of business performance by making sense of data from both web and offline environments. Covering topics including applied AI, consumer behavior analytics, and machine learning, this text is essential for data scientists, IT specialists, managers, executives, software and computer engineers, researchers, practitioners, academicians, and students.

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. The volume provides frameworks for understanding the economic impact of AI and identifies a number of open research questions.

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This book offers practical guidelines on creating value from the application of data science based on selected artificial intelligence methods. In Part I, the author introduces a problem-driven approach to implementing AI-based data science and offers practical explanations of key technologies: machine learning, deep learning, decision trees and random forests,

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evolutionary computation, swarm intelligence, and intelligent agents. In Part II, he describes the main steps in creating AI-based data science solutions for business problems, including problem knowledge acquisition, data preparation, data analysis, model development, and model deployment lifecycle. Finally, in Part III the author illustrates the power of AI-based data science with successful applications in manufacturing and business. He also shows how to introduce this technology in a business setting and guides the reader on how to build the appropriate infrastructure and develop the required skillsets. The book is ideal for data scientists who will implement the proposed methodology and techniques in their projects. It is also intended to help business leaders and entrepreneurs who want to create competitive advantage by using AI-based data science, as well as academics and students looking for an industrial view of this discipline.

This book addresses the issue of cognitive semantics' aspects that cannot be represented by traditional digital and logical means. The problem of creating cognitive semantics can be resolved in an indirect way. The electromagnetic waves, quantum fields, beam of light, chaos control, relativistic theory, cosmic string recognition, category theory, group theory, and so on can be used for this aim. Since the term artificial intelligence (AI) appeared, various versions of logic have been created; many heuristics for neural networks deep learning have been made; new nature-like algorithms have been suggested. At the same time, the initial digital, logical, and neural network principles of representation of knowledge in AI systems have not changed a lot. The researches of these aspects of cognitive semantics of AI are based on the author's convergent methodology, which provides the necessary conditions for purposeful and sustainable convergence of decision-making.

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This book examines the challenge of accelerating automation, and argues that countering and adapting to this challenge requires new methodological, philosophical, scientific, sociological, economic, ethical, and political perspectives that fundamentally rethink the categories of work and education. What is required is political will and social vision to respond to the question: What is the role of education in a digital age characterized by potential mass technological unemployment? Today's technologies are beginning to cost more jobs than they create – and this trend will continue. There have been many proposed solutions to this problem, and they invariably involve an educational vision. Yet, in a world that simply doesn't offer enough work for everyone, education is clearly not a panacea for technological unemployment. This collection presents responses to this question from a wide spectrum of disciplines, including but not limited to education studies, philosophy, history, politics, sociology, psychology, and economics.

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: organizational, individual, financial, technological and societal factors.

Blending of AI and ARKey featuresThe book believes in the concept of teach by example. All the tools needed to facilitate quick understanding of complex concepts are provided in this book: Definition of key terms Industry studies, research statistics, etc., that clarify concepts

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Spotlight sections A Word of Caution sections Chapter summaries Questions for reflection Description Artificial Intelligence Meets Augmented Reality: Redefining Regular Reality is a unique book as it presents the new technology paradigm of artificial intelligence (AI) and augmented reality (AR) and its full transition, right from major advantages that enhance entire industries to changing how the world operates at various levels. New realities will emerge in the context of our existing world through the combination of AI-AR. The book presents both the bright and bleak sides of the AI-AR duo in order to give a holistic view and help us to decide how we are going to leverage such technologies-and whether their disruptive or transformative nature-will mar or make the future of our world. A workforce of enlightened engineers is the key to designing and developing AI-AR solutions with responsibility in order to achieve the greater good. Through the book, Chitra Lele has explained a multidisciplinary, integrated approach as to how we can minimize barriers and blend AI and AR without destroying our natural settings. The book will help to chart out a path where there is no trail yet, and get you started on developing AI-AR solutions and experiences in bettering the world in an ethical and responsible manner. What will you learn Dynamics of Artificial Intelligence and Augmented Reality AI and AR Ecosystem Business at the Crossroads of AI and AR What does the AI-AR Marriage Hold for the Future of the World Who this book is for Students, Academicians, Educationists, Professionals and Policy researchers. Table of contents PART 1-Dynamics of Artificial Intelligence and Augmented Reality1. Introduction to Artificial Intelligence and Augmented Reality2. AI and AR Ecosystem PART 2-Business at the Crossroads of AI and AR3. AI Meets AR in the Business Landscape4. More Dynamics of the AI-AR Convergence PART 3-What does the AI-AR Marriage Hold for the Future of the World5.

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Collaboration of Intelligence and Augmentation in the Real World6. Challenges and Solutions7. Where do We Go from HereAbout the authorChitra Lele is a young software consultant, academic author and research scholar. She is a double postgraduate: Master in Computer Management and Master of Science in Software Engineering. Her publications include scholarly articles, research papers and academic books. She has been conferred with the title of "e;A Versatile Writer"e; by the India Book of Records for penning maximum number of books in a short span of eighteen months in various genres.Her LinkedIn Profile: [linkedin.com/in/chitrалеleauthorandconsultant](https://www.linkedin.com/in/chitrалеleauthorandconsultant)

This book reviews the convergence technologies like cloud computing, artificial intelligence (AI) and Internet of Things (IoT) in healthcare and how they can help all stakeholders in the healthcare sector. The book is a proficient guide on the relationship between AI, IoT and healthcare and gives examples into how IoT is changing all aspects of the healthcare industry. Topics include remote patient monitoring, the telemedicine ecosystem, pattern imaging analytics using AI, disease identification and diagnosis using AI, robotic surgery, prediction of epidemic outbreaks, and more. The contributors include applications and case studies across all areas of computational intelligence in healthcare data. The authors also include workflow in IoT-enabled healthcare technologies and explore privacy and security issues in healthcare-based IoT. Covers concepts of artificial intelligence and applications of computational intelligence, IoT and cloud computing in medical domain; Discusses how the fusion of Internet of Things, AI and cloud computing help in diagnosis, prediction, and storage of medical records in health care domain; Includes case studies throughout on applications of computational intelligence in healthcare data.

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Digitalization is changing nearly everything. This compendium highlights a comprehensive understanding of the concepts and technologies about digitalization in industrial environments, using the Industrial Internet of Things, Digital Twins and data-driven decision-making approaches including Artificial Intelligence. The overview of industrial enterprise platforms and the consideration of future trends gives a fundamental idea of concepts and strategies, how to get started and about the required changes of business models.

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

This book includes a selection of articles from The 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

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

This book begins with the past and present of the subversive technology of artificial intelligence, clearly analyzes the overall picture, latest developments and development trends of the artificial intelligence industry, and conducts in-depth research on the competitive situation of various countries. The book also provides an in-depth analysis of the opportunities and challenges that artificial intelligence brings to individuals, businesses, and society. For readers who want to fully understand artificial intelligence, this book provides an important reference and is a must-read. Tencent Research Institute is a public strategy research unit of Tencent. Taking advantage of Tencent's diversified products, enriched practices and huge data asset, TRI focuses its effort on

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major issues of internet development. Through the open, collaborative research platform it has built, TRI aims to unite leading brains from walks of life in promoting healthy, orderly development of digital economy and society by providing cutting-edge thinking. Internet Law Research Center of China Academy of Information and Communications Technology(CAICT): Internet Law Research Center of CAICT is committed to research on legal and policy issues in the fields of information and communication, the Internet, big data, and related international rules, market opening and institutional reforms in the WTO, providing legislative and policy advice to relevant government departments, and building platforms for communication and collaboration between government and enterprises. Tencent AI Lab was established in April 2016, with more than 70 world-class AI PhDs and more than 300 experienced application engineers. The lab specializes in basic research in the fields of machine learning, computer vision, speech recognition and natural language understanding. It combines content, games, social and platform tools to explore the four AI applications. Tencent open platform is provided as a large stage for developers who can use the various product capabilities provided by Tencent's open platform to develop excellent applications and tools, and gain huge traffic and revenue. In the AI era, the platform brings together top AI technologies, professionals and industry resources to incubate and build high-quality AI entrepreneurial projects to help AI capabilities apply in the segmentation field.--

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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 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 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 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.

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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 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.

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

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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, 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.

Katja Wagner investigates consumer behavioral intention and interactions with new

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technologies and digital channels. Due to the fact that the development, spread and sale of these new technologies and digital channels will have a continuous growth and influence in the following years regarding business activities, it is important to take a deeper look in the areas of artificial intelligence and e-commerce. Not only business is affected from these new shifts, but it also impacts consumers' attitudes, motivation, and practices. So, the evaluation of anthropomorphism and in general, the expectation and motivation of successful acceptance are under review and offer explanations for consumers intentional usage of new technologies. Therefore, six essays address specific phenomena in central subareas of new technologies and digital channels for a more profound understanding of consumers in digital environments. About the author Katja Wagner works as a research assistant at the Chair of Marketing and Retailing at the University of Siegen. Her research focuses on consumer behavior with new technologies and digital channels. .

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 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.

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