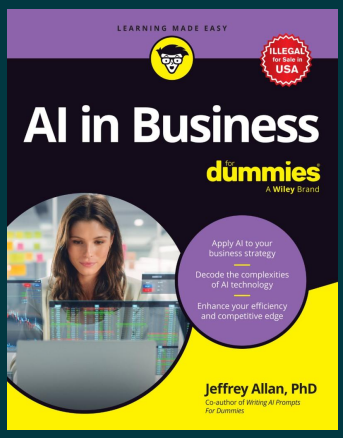
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AI in Business For Dummies

By Jeffrey Allan

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Description

Integrate AI for Business Success!

AI has quickly evolved from emerging technology to a critical component of modern business strategies. With nearly 90% of business leaders considering AI has fundamental to their company's strategy, it can be complex and ambiguous to many in the business fields. AI in Business For Dummies is a clear, practical guide designed for the nontechnical audience---managers, executives, and entrepreneurs---who are eager to integrate AI into their business strategies. From step-by-step instructions, real world examples, and case studies, AI in Business For Dummies helps simplify AI application. Authored by Dr. Jeffrey Allan, coauthor of Writing AI Prompts For Dummies, this title brings a strong, proven audience to better understand AI's complexities.

Inside:

• AI Basics for Non-Techies

• Winning Customers with AI

• Getting Your Team on Board

• Avoiding AI Goofs

• Staying Legal with AI

• Keeping Your AI Edge

About the Author

Jeffrey Allan

Dr. Jeffrey Allan (Rochester, NY) is the Director of the Institute for Responsible Technology and Artificial Intelligence (IRT) at Nazareth University. His role focuses on creating degree programs and initiatives around use of AI in industry. With over two decades of experience in the field, Dr. Allan is a renowned expert in artificial intelligence and psychology. He has worked with Fortune 500 companies and Silicon Valley startups, advocating for the responsible and ethical development of AI technologies. Additionally, Dr. Allan is the coauthor of the recent Writing AI Prompts For Dummies.

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