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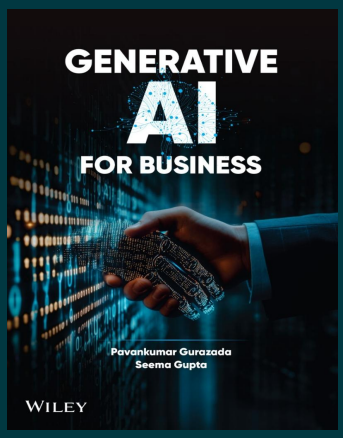

Generative AI for Business

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Description

Generative AI for Business is a comprehensive, practice-first guide to deploying generative AI across enterprise functions. As AI moves beyond analyzing historical data to actively creating, reasoning, and executing, organizations face an enterprise tipping point. This book bridges the critical gap between heavy technical texts and purely theoretical works, providing business leaders, strategists, and operational managers with the knowledge and tools to harness AI for measurable ROI. Organized into four logical sections — Foundations, Architecture & Governance, Cross-Functional Playbooks, and Looking Ahead — the book guides readers from core concepts through organizational strategy into real-world departmental applications.

- Designed to be relentlessly practical — balances conceptual rigor with real-world, actionable applications.
- Labs and Agentic Workflows included in every section for hands-on practice over abstract philosophy.
- Cross-functional playbooks span Marketing, Sales, Operations, Finance, HR, and Product Innovation.
- Covers responsible AI, ethics, governance frameworks, and global compliance requirements.
- Strategic frameworks for building AI roadmaps, calculating risk-adjusted ROI, and managing organizational change.
- 16-chapter structure with 90-day action plan for launching AI pilots and establishing governance.
- Online resources: PowerPoint Slides, Instructor Solutions Manual, Teaching Notes, and Lab Activities.

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