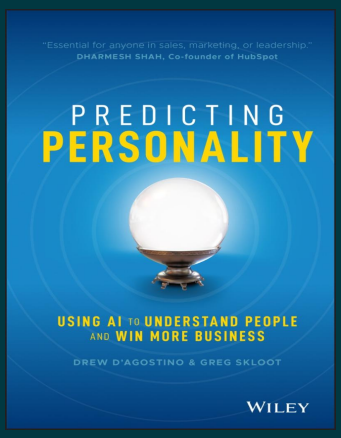
WILEY



eBook - Predicting Personality: Using AI to Understand People and Win More Business

By Drew D'Agostino, Greg Skloot

eBook 9789377068271 ₹- *Price*

Pages: 336

Description

Predicting Personality explores how Personality AI, combining machine learning, data analytics, and behavioral psychology, can be used to understand personality types, improve communication, build teams, and win customers. The book serves as a practical guide for leveraging AI in business contexts such as sales, recruiting, and coaching, while addressing ethical considerations.

About the Author

Drew D'Agostino, Greg Skloot

Drew D'Agostino is CEO of Crystal, an app that uses AI to reveal people's motivations and communication styles; Greg Skloot is President and COO of Crystal, focused on leveraging AI to understand personality and build relationships.

Table of Contents

Introduction

Part One: The Truth About Personality

Part Two: Read Your Own User Manual

Part Three: How Personality AI Works

Part Four: Communicate Better

Part Five: Lead Better

Part Six: Predict Responsibly

Acknowledgments

About the Authors

Index

To purchase this product, please visit:
https://www.wileyindia.com/ebook-predicting-personality-using-ai-to-understand-people-and-win-more-business.html

Scan to buy