TABLE OF CONTENTS

WHO THIS BOOK IS FOR						
	How to Use This Book	2				
WH	WHAT BUSINESS LEADERS NEED TO KNOW					
1.	BASIC TERMINOLOGY IN ARTIFICIAL INTELLIGENCE	7				
	Al vs. AGI	8				
	Modern Al Techniques	9				
2.	THE MACHINE INTELLIGENCE CONTINUUM	21				
	Systems That Act	22				
	Systems That Predict	22				
	Systems That Learn	23				
	Systems That Create	25				
	Systems That Relate	2				
	Systems That Master	2				

	Systems That Evolve	29	Get Organizational Buy-In	69
3.	THE PROMISES OF ARTIFICIAL INTELLIGENCE	31	Educate Your Stakeholders	73
	Microfinance	31	7. INVEST IN TECHNICAL TALENT	75
	Social Justice	32	Understand Different Job Titles	76
	Medical Diagnosis	34	Seek the Right Characteristics	79
4.	THE CHALLENGES OF ARTIFICIAL INTELLIGENCE	37	Optimize Recruiting Strategies	82
	The Effects of Discrimination	39	Emphasize Your Company's Unique Advantages	86
	Malicious Al	40	8. PLAN YOUR IMPLEMENTATION	89
5.	DESIGNING SAFE AND ETHICAL AI	43	Rank Business Goals	89
	Ethics and Governance	43	Perform Opportunity Analysis	90
	Education as Remedy	44	Al Strategy Framework	93
	Collaborative Design	46	Know Your Data and Analytics	95
HOW TO DEVELOP AN ENTERPRISE AI STRATEGY		51	Technical Prerequisites	98
6.	BUILD AN AI-READY CULTURE	53	Build vs. Buy	100
	Be Honest About Your Readiness	53	Calculate ROI and Allocate Budget	112
	Choose the Right Champions	57	Pick the Right "True North" Metric	117
	Build An Enterprise-Wide Case For Al	66	9. COLLECT AND PREPARE DATA	121
	Why You Need a Multi-Disciplinary "AI SWAT Team"	67	Data Is Not Reality	121

Common Mistakes With Data	122	Legal and Compliance	160
10. BUILD MACHINE LEARNING MODELS	129	Records Maintenance	163
Al Is Not a Silver Bullet	129	General Operations	163
Assessing the Performance of Your Models	131	14. HUMAN RESOURCES AND TALENT	165
Common Mistakes With Machine Learning Models	135	Matching Candidates to Positions	165
Machine Learning Workflow	136	Managing the Interview Process	166
Maintain an Experimental Mindset	141	Intelligent Scheduling	167
11. EXPERIMENT AND ITERATE	143	Career Planning and Retention Risk Analysis	167
Agile Development	143	Administrative Functions	168
Technical Debt	144	15. BUSINESS INTELLIGENCE AND ANALYTICS	169
Deployment and Scaling	146	Data Wrangling	169
Iteration and Improvement	149	Data Architecture	171
AI FOR ENTERPRISE FUNCTIONS	151	Analytics	172
12. OBSTACLES AND OPPORTUNITIES	153	16. SOFTWARE DEVELOPMENT	175
Current Obstacles	155	17. MARKETING	181
What AI Can Do for Enterprise Functions	157	Digital Ad Optimization	182
13. GENERAL AND ADMINISTRATIVE	159	Recommendations and Personalization	184
Finance and Accounting	159	18 SALES	187

Customer Segmentation	18			
Lead Qualification and Scoring	18			
Sales Development	18			
Sales Analytics	18			
19. CUSTOMER SUPPORT	19			
Conversational Agents	19.			
Social Listening	194			
Customer Churn	194			
Lifetime Value	195			
20. THE ETHICS OF ENTERPRISE AI				
SUMMARY AND ADDITIONAL RESOURCES				
END NOTES				
ACKNOWLEDGEMENTS				
AUTHOR AND EDITOR BIOGRAPHIES				

APPLIED ARTIFICIAL INTELLIGENCE