DURNELL MARKETING

## *AI in Business : Towards the autonomous enterprise*

Sarah Burnett

BCS Learning & Development Limited (IPS UK) | 9781780176673

£34.99 | Paperback / softback| 200pp. | December 2024

This new edition explores the ever-evolving landscape of the autonomous enterprise and AI. While many companies have already begun their journey towards high automation and AI-powered operations, the landscape continues to shift rapidly.
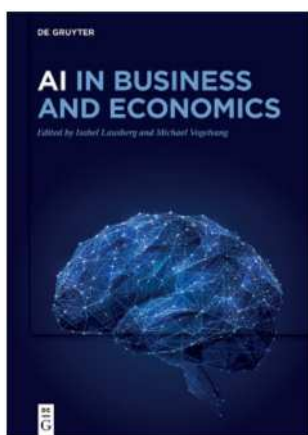
AI in Business and Economics

Isabel Lausberg

De Gruyter (DeGruyter) | 9783110790054

€99.95 | Hardback| 277pp. | September 2024
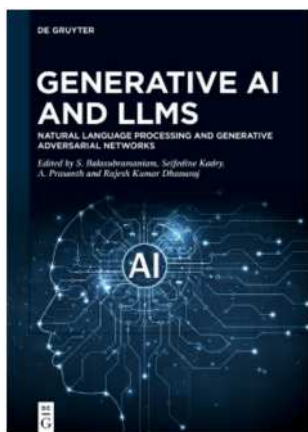
Generative AI and LLMs : Natural Language Processing and Generative Adversarial Networks

S. Balasubramaniam

De Gruyter (DeGruyter) | 9783111424637

€139.95 | Hardback| 289pp. | September 2024

Generative artificial intelligence (GAI) and large language models (LLM) are machine learning algorithms that operate in an unsupervised or semi-supervised manner. These algorithms leverage pre-existing content, such as text, photos, audio, video, and code, to generate novel content.
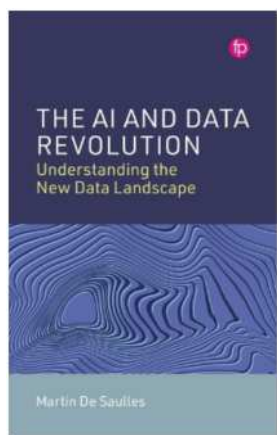
The AI and Data Revolution : Understanding the New Data Landscape

Martin De Saulles

Facet Publishing (IPS UK) | 9781783307081

£50.00 | Paperback / softback| 192pp. | April 2025

Grounded in theory, this book uses real-life case studies to illustrate how the collection, manipulation and application of data are reshaping businesses. It explains what this means for your organisation and strategies for staying ahead of this data and AI revolution.
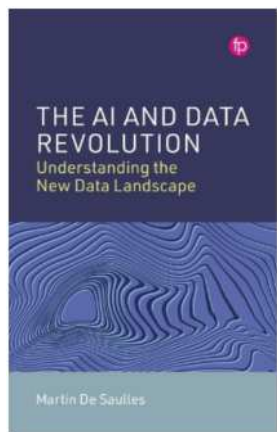
The AI and Data Revolution : Understanding the New Data Landscape

Martin De Saulles

Facet Publishing (IPS UK) | 9781783307098

£100.00 | Hardback| 192pp. | April 2025

Grounded in theory, this book uses real-life case studies to illustrate how the collection, manipulation and application of data are reshaping businesses. It explains what this means for your organisation and strategies for staying ahead of this data and AI revolution.
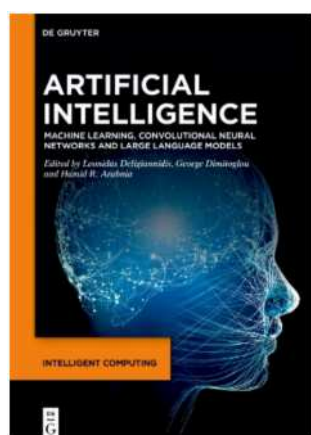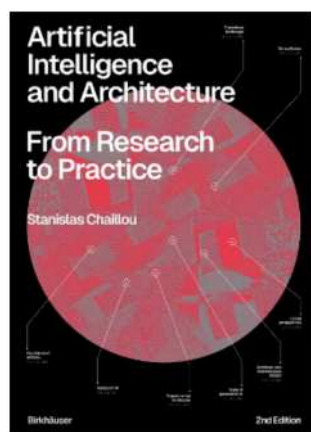
Artificial Intelligence : Machine Learning, Convolutional Neural Networks and Large Language Models

Leonidas Deligiannidis

De Gruyter (DeGruyter) | 9783111344003
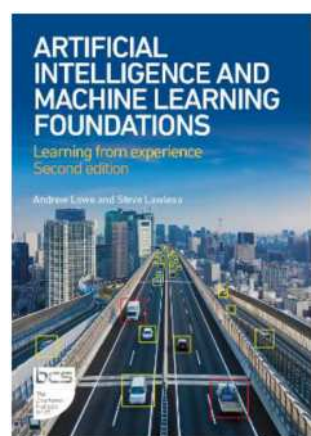
€149.95 | Hardback| 444pp. | August 2024

Artificial Intelligence and Architecture : From Research to Practice

Stanislas Chaillou

Birkhauser (DeGruyter) | 9783035629415

€53.00 | Paperback / softback| 288pp. | July 2025

Halfway between research and practice, this book offers to unveil the promise and challenges AI holds for Architecture.

Artificial Intelligence and Machine Learning Foundations : Learning from experience

Andrew Lowe

BCS Learning & Development Limited (IPS UK) | 9781780176734

£39.99 | Paperback / softback| 168pp. | November 2024

In alignment with BCS AI Foundation and Essentials certificates, this introductory guide provides the understanding you need to start building artificial intelligence (AI) capability into your organisation.
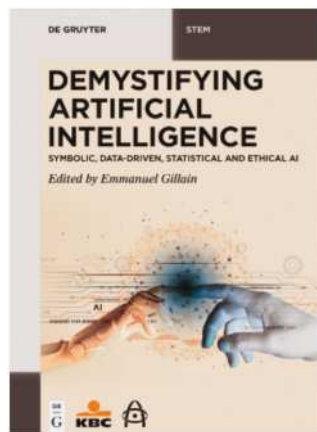
Demystifying Artificial Intelligence : Symbolic, Data-Driven, Statistical and Ethical AI

Emmanuel Gillain

De Gruyter (DeGruyter) | 9783111425672

€69.95 | Paperback / softback| 476pp. | July 2024

Readable as a whole or by chapter, this book is intended for business practitioners that have a bachelor or master's degree outside of the field of computer science or AI but still want to go deeper in their understanding of the AI technologies, their applicability and limitations.
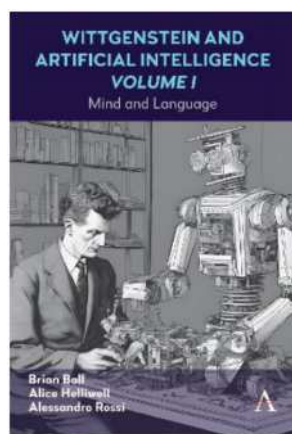
The De Gruyter Handbook of Artificial Intelligence, Identity and Technology Studies

Anthony Elliott

De Gruyter (DeGruyter) | 9783110721256

€174.95 | Hardback| 315pp. | July 2024
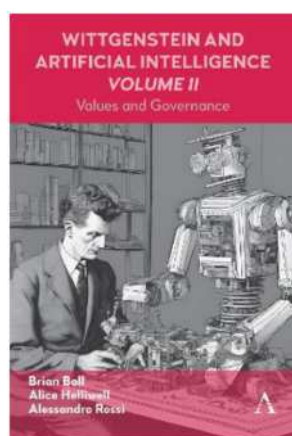
Wittgenstein and Artificial Intelligence, Volume I : Mind and Language

Alice C Helliwell

Anthem Press (IPS UK) | 9781839991363

£80.00 | Hardback| 220pp. | September 2024

Wittgenstein and AI (Volume I): Mind and Language. This is the first of two edited collections, exploring Wittgensteinian themes in AI. The issues covered by the various chapters of this volume range over a number of topics, with a specific focus on mind and language.

Wittgenstein and Artificial Intelligence, Volume II : Values and Governance

Alice C Helliwell

Anthem Press (IPS UK) | 9781839991394

£80.00 | Hardback| 216pp. | September 2024

Wittgenstein and AI (Volume II): Value and Governance. This is the second of two edited collections, exploring Wittgensteinian themes in AI. The issues covered by the various chapters of this volume range over a number of topics, with a specific focus on ethics, governance, aesthetics and the law.
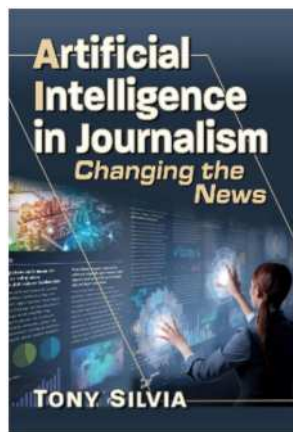
Artificial Intelligence in Journalism : Changing the News

Tony Silvia

McFarland & Co Inc (IPS UK) | 9781476694085

£28.99 | Paperback / softback| 210pp. | March 2025

   If artificial intelligence, in its many forms, scares you, you're not alone. Journalists in America and around the globe are grappling with how to use, but not abuse, the power of AI to write, edit, and even create entire news stories for a broad range of audiences.
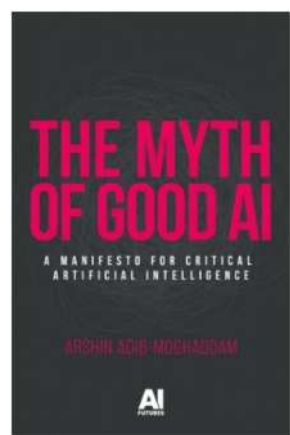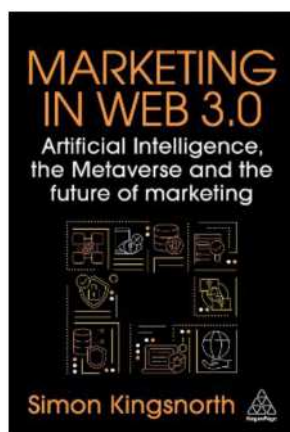
The Myth of Good Ai : A Manifesto for Critical Artificial Intelligence

Arshin Adib-Moghaddam

Manchester University Press (IPS UK) | 9781526189493

£85.00 | Hardback| 184pp. | May 2025

This book offers a new approach to artificial intelligence and its implications for human security. -- .

Marketing in Web 3.0 : Artificial Intelligence, the Metaverse and the Future of Marketing

Simon Kingsnorth

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398615502

£26.99 | Paperback / softback| 248pp. | September 2024

Create a digital marketing strategy that is future-ready with this comprehensive guide to marketing in web3, the metaverse, AI and the next wave of digital transformation.