9781398619555

Paperback | 328 pages | £24.99

Data warehousing
Artificial intelligence
Business strategy

Bernard Marr is one of the world's leading voices in business and technology. A futurist and strategic board advisor, he has worked with many of the world's best-known organizations and writes a regular column for Forbes. He is also a major influencer with a combined following of 5 million people across his social media channels and newsletters and has been ranked by LinkedIn as one of the top 5 business influencers in the world. He is the author of The Intelligence Revolution, Data Strategy and Data-Driven HR, all published by Kogan Page.

AI Strategy

Unleash the Power of Artificial Intelligence in Your Business

Kogan Page Ltd (John Wiley & Sons Ltd)

03 April 2025

Understand the power of AI and use it to gain a competitive advantage for your business.

Is your business truly ready for the AI revolution? Discover how to unlock the full potential of artificial intelligence and future-proof your organization with a winning AI strategy. AI is transforming every industry - is your business keeping up? In this essential guide, bestselling author and futurist Bernard Marr provides a comprehensive playbook for leaders looking to harness the power of AI. From understanding AI's transformative impact to developing a clear, actionable strategy, this book equips leaders with the tools they need to drive innovation, manage risks, and stay ahead in an AI-driven world. AI Strategy is the definitive guide for leaders ready to unlock AI's potential at scale. Covering every aspect of AI adoption - from ethical considerations and data management to employee upskilling and tech infrastructure - this book delivers real-world examples across multiple organizations and industries, from energy, healthcare and education to marketing and HR. Whether you're just starting or scaling fast, this must-read guide will help you confidently build and execute a winning AI strategy.
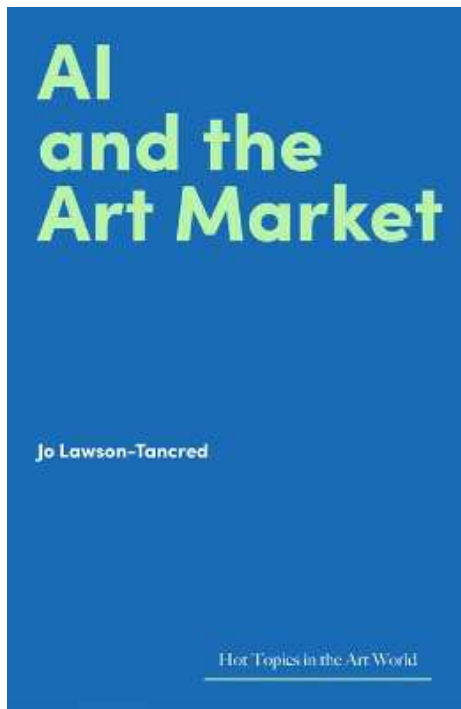
9781848226890

Hardback | 104 pages | £19.99

Art: financial aspects
History of art & design
styles: from c 1900 -
Art & design styles: from
c 1960

Jo Lawson-Tancred is European
News Reporter for Artnet News. She
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tech stories for Artnet News, Apollo,
the Financial Times and BBC Culture.
She is also trained in coding and
machine learning, and was a research
associate at the Vasari Research
Centre for Art and Technology at
Birkbeck.

AI and the Art Market

Lund Humphries Publishers Ltd (IPS UK)

31 October 2024

*AI and the Art Market is the first book to offer an
approachable introduction to AI for art-market
professionals, considering AI's impact on and possible
applications within the art world, whether as a business
tool or as an artistic medium.*

AI and the Art Market is the first book to offer an
approachable introduction to AI for art-market professionals,
considering AI's impact on and possible applications within
the art world, whether as a business tool or as an artistic
medium. The two primary topics of how AI is affecting the art
market, and the growing market for AI art, are united under
the broad theme of how art-market professionals can be
better equipped to work with AI in an art-world context, as
relative novices. The book addresses questions like: Can AI
benefit your business? How can you best support artists
working with AI and approach selling their work? What risks
should you be aware of, and how can you distinguish between
truly cutting-edge innovation and outlandish, unsubstantiated
claims about AI? More broadly, how/is AI reshaping practices
within the art market and what cultural changes should we be
prepared for in the long term? AI and the Art Market puts
forward a balanced overview of this increasingly Hot Topic,
considering the benefits of AI while never shying away from
its ethical complications and practical limitations.

DURNELL MARKETING

9781398615724

Paperback | 296 pages | **£14.99**

Artificial intelligence
Business innovation

Andy Pardoe is a leading AI thought leader, consultant, speaker and author. He is the Founder & CEO of the Wisdom Works Group consultancy and is also the Managing Partner of Wisdom Works Ventures, a specialist accelerator for AI startups. He is the Chair of the Deep Tech Innovation Centre at the University of Warwick. He is based in London, UK.
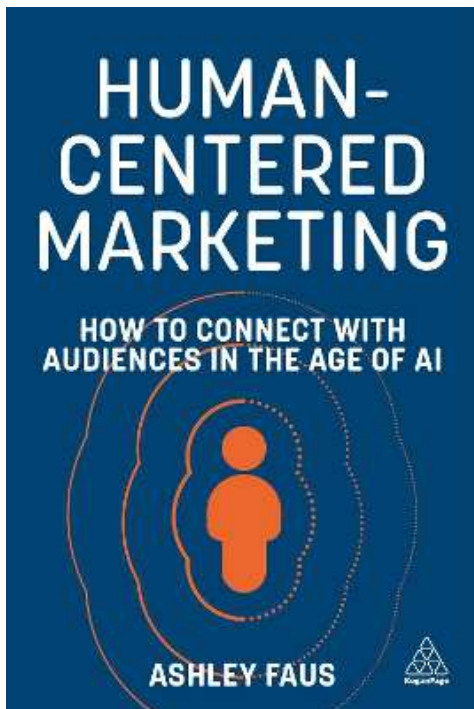
Confident AI

The Essential Skills for Working With Artificial Intelligence

Kogan Page Ltd (John Wiley & Sons Ltd)

03 July 2024

Uncover the fundamentals of AI development and build the practical skills and knowledge you need to succeed in the new world of work.

Discover new skills, expand your knowledge and build your confidence through this fascinating and accessible guide to working with AI. Artificial intelligence has become an integral part of our everyday lives. But it remains an elusive, complex and intimidating technology that has hundreds of iterations and nuances. With Confident AI, build your confidence when working with AI by learning the fundamentals and discovering the intricacies of the industry. Andy Pardoe has spent decades working with AI, not only as an influential academic but also within corporations and as a consultant and accelerator for AI start-ups. He draws upon his expertise and lived experience to offer the essential skills and tools that you need to succeed with Artificial Intelligence, whether you are pursuing it as a career or simply working with AI in your work-life. About the Confident series... From coding and data science to cloud and cybersecurity, the Confident books are perfect for building your technical knowledge and enhancing your professional career.
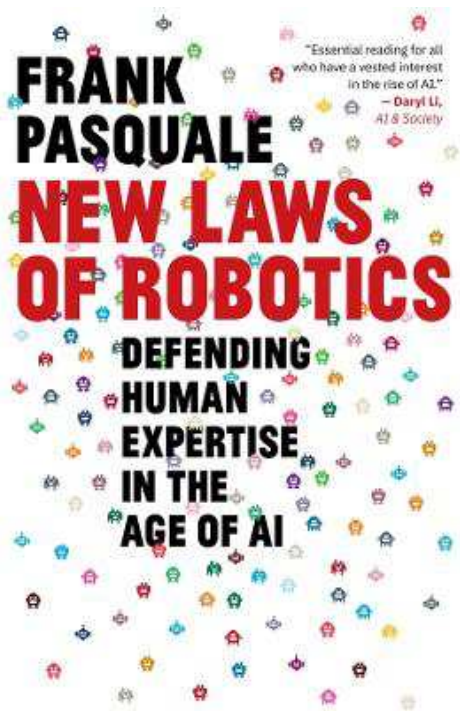
Human-Centered Marketing

How to Connect with Audiences in the Age of AI

Kogan Page Ltd (John Wiley & Sons Ltd)

03 May 2025

Transform your marketing strategy to place the audience front and center, building trust with consumers, developing brand awareness and driving sales.

With the rise of AI, excess of distribution channels, and focus on tracking every touchpoint in order to drive revenue, consumer trust is at an all-time low. To restore trust, brands need to create delightful, seamless, and impactful journeys to connect with the humans behind the screen. Human-Centered Marketing introduces three frameworks to help mid-senior-level marketers find, connect with, and convert audiences. The book helps you map an audience journey that behaves like a playground instead of a linear funnel, evolve the approach to social media to go beyond conversations and instead facilitate and engage with the community and build thought leaders, to build trust and move your audience into the future. Each chapter includes practical advice to help seasoned marketers shift their strategy and offers tactical implementation recommendations. All chapters include real-world examples from companies like Adobe, HubSpot, and Edelman to demonstrate that this shift from the standard playbook actually works.

9781398619388

Paperback | 256 pages | £29.99

Sales & marketing
E-commerce: business aspects
Sales & marketing management

Ashley Faus is Head of Lifecycle Marketing, Portfolio at Atlassian. Based in San Francisco, CA, her work has been featured in TIME, Forbes, Content Marketing Institute and The Journal of Brand Strategy. As a speaker she's shared insights with audiences at conferences including DigiMarCon, Digital Summit, INBOUND and MarketingProfs B2B Forum. She has been awarded as one of the Top 100 Product Marketing Mentors 2024, 50 Top B2B Marketing Influencers, Experts and Speakers to Follow 2022 and 2023 and 50 Marchitects to Follow 2022.

New Laws of Robotics

Defending Human Expertise in the Age of AI

Harvard University Press (John Wiley & Sons Ltd)

30 August 2024

Artificial intelligence threatens to disrupt the professions as it has manufacturing. Frank Pasquale argues that law and policy can avert this outcome and promote better ones: instead of replacing humans, technology can make our labor more valuable. Through regulation, we can ensure that AI promotes inclusive prosperity.

9780674297289

Paperback | 344 pages | £18.95

Artificial intelligence
Economics of industrial organisation
Human rights & civil liberties law

Frank Pasquale is Professor of Law at Cornell Law School and Cornell Tech and the author of The Black Box Society: The Secret Algorithms That Control Money and Information. His work has appeared in The Atlantic, the New York Times, the Los Angeles Times, the Guardian, and other outlets.

"Essential reading for all who have a vested interest in the rise of AI." —Daryl Li, AI & Society "Thought-provoking…Explores how we can best try to ensure that robots work for us, rather than against us, and proposes a new set of laws to provide a conceptual framework for our thinking on the subject." —Financial Times "Pasquale calls for a society-wide reengineering of policy, politics, economics, and labor relations to set technology on a more regulated and egalitarian path…Makes a good case for injecting more bureaucracy into our techno-dreams, if we really want to make the world a better place." —Wired "Pasquale is one of the leading voices on the uneven and often unfair consequences of AI in our society...Every policymaker should read this book and seek his counsel." —Safiya Noble, author of Algorithms of Oppression Too many CEOs tell a simple story about the future of work: if a machine can do what you do, your job will be automated, and you will be replaced. They envision everyone from doctors to soldiers rendered superfluous by ever-more-powerful AI. Another story is possible. In virtually every walk of life, robotic systems can make labor more valuable, not less. Frank Pasquale tells the story of nurses, teachers, designers, and others who partner with technologists, rather than meekly serving as data sources for their computerized replacements. This cooperation reveals the kind of technological advance that could bring us all better health care, education, and more, while maintaining meaningful work. These partnerships also show how law and regulation can promote prosperity for all, rather than a zero-sum race of humans against machines. Policymakers must not allow corporations or engineers alone to answer questions about how far AI should be entrusted to assume tasks once performed by humans, or about the optimal mix of robotic and human interaction. The kind of automation we
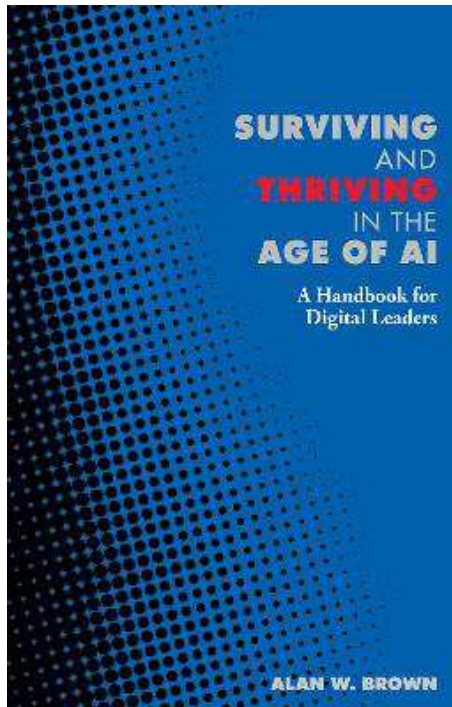
9781916749184

Paperback | 272 pages | £18.99

**Artificial intelligence
Business & management
Information technology:
general issues**

Alan W. Brown is a professor in digital economy, an experienced business executive and a strategic advisor. He has spent more than 30 years in the US, Europe and the UK driving large-scale software-driven programmes with commercial high-tech companies, leading R&D teams, building state-of-the-art solutions and improving software product delivery approaches. He has written several books on enterprise software delivery and digital transformation. He is a fellow of the British Computer Society and recently completed his role as a fellow at the Alan Turing Institute, the UK's national institute for data science and AI.

Surviving and Thriving in the Age of AI

A Handbook for Digital Leaders

London Publishing Partnership (IPS UK)

12 July 2024

By providing an accessible collection of short, practical insights, this book offers a framework for understanding the issues and implications of AI for individuals and organizations in this time of significant digital disruption.

The world is experiencing a rapid rise in the use of artificial intelligence, sparking fierce debate about its impact on both business and society. This book cuts through the noise and acts as a guide on how to survive and thrive in the age of AI. By providing an accessible collection of short, practical insights, it offers you a framework for understanding the issues and implications of AI for individuals and organizations in this time of significant digital disruption. Surviving and Thriving in the Age of AI is specifically designed for busy professionals, leaders and decision makers. It is organized to allow you to gain valuable insights quickly and on demand. Above all, the content is grounded in real-world experience and practical applications within the context of digital transformation, ensuring its relevance to everyone who is embarking on a digital journey. Most importantly, each topic concludes with thought-provoking questions and actionable steps to guide your personal exploration of AI and its implications.
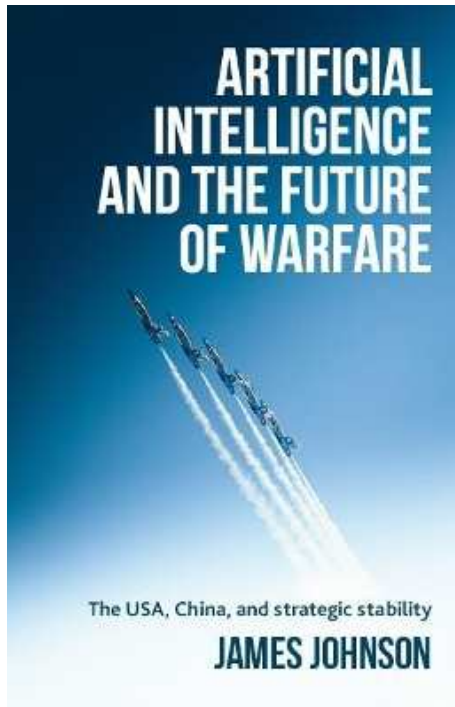
The Algorithm

How AI Can Hijack Your Career and Steal Your Future

C Hurst & Co Publishers Ltd (Macmillan Distribution (MDL))

03 April 2025

Selected as one of the 'Best Summer Books of 2024: Business' in the Financial Times

Longlisted for the Financial Times and Schroders Business Book of the Year 2024   Artificial intelligence is being used, on a massive scale, to decide who gets hired, fired and promoted. Through whistleblower exclusives, leaked internal documents and astonishing real-world practices, journalist Hilke Schellmann reveals the secret rise of AI in the world of work. Testing them herself, she discovers that many algorithms making these high-stakes calculations do more harm than good, and traces their origins to troubling pseudoscientific ideas about people's 'true' essence. Interviewing experts, developers and ordinary workers, The Algorithm offers fascinating and alarming truths. From software analysing interviewees' facial expressions and tone of voice, to video games assessing their performance, to 'personality profiles' built from candidates' social media, almost all major employers use AI in recruitment. Programmes track their staff's activity, group dynamics and physical health, identifying who is productive, a bully, worth long-term investment, or likely to quit. But can we trust them? In a world of severe job insecurity, workplace algorithms are on the brink of dominating or even threatening us—if we don't fight back.

9781805263081

Paperback | 348 pages | £14.99

Impact of science & technology on society Artificial intelligence

Hilke Schellmann is an award-winning investigative reporter and journalism professor at New York University. She has reported for HBO, NPR, The New York Times, The Guardian and The Wall Street Journal, where her team investigated how AI is changing our lives. Her PBS documentary, Outlawed in Pakistan, won an Emmy.

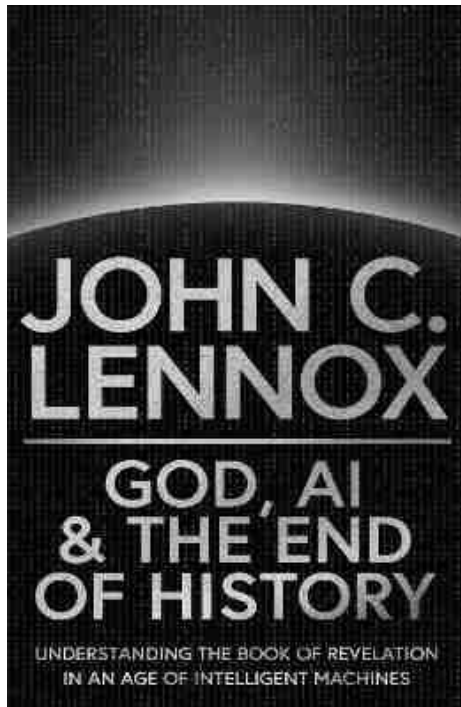# Artificial Intelligence and the Future of Warfare

The USA, China, and Strategic Stability

Manchester University Press (IPS UK)

27 August 2024

Artificial intelligence and the future of warfare sketches a clear and sobering picture of the potential impact of artificial intelligence (AI) on the digitized battlefield, broadening our understanding of critical questions facing decisions-makers today. -- .

This volume offers an innovative and counter-intuitive study of how and why AI-infused weapon systems will affect the strategic stability between nuclear-armed states. Johnson demystifies the hype surrounding AI in the context of nuclear weapons and, more broadly, future warfare. The book highlights the potential, multifaceted intersections of this and other disruptive technology – robotics and autonomy, cyber, drone swarming, big data analytics, and quantum communications – with nuclear stability. The book sketches a clear picture of the potential impact of AI on the digitized battlefield and broadens our understanding of critical questions for international affairs. AI will profoundly change how wars are fought, and how decision-makers think about nuclear deterrence, escalation management, and strategic stability – but not for the reasons you might think.

9781526179081

Paperback | 240 pages | £20.00

4 black & white illustrations

Artificial intelligence
Ordnance, weapons technology
Warfare & defence

James Johnson is Lecturer and Director of Strategic Studies in the Department of Politics and International Relations at the University of Aberdeen.

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Hardback | 608 pages | £29.99

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Fellow in Mathematics and the
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Templeton College. He has lectured
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world, and has publicly debated
Richard Dawkins and Christopher
Hitchens, among others. He is also the
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Cosmic Chemistry, God and Stephen
Hawking.
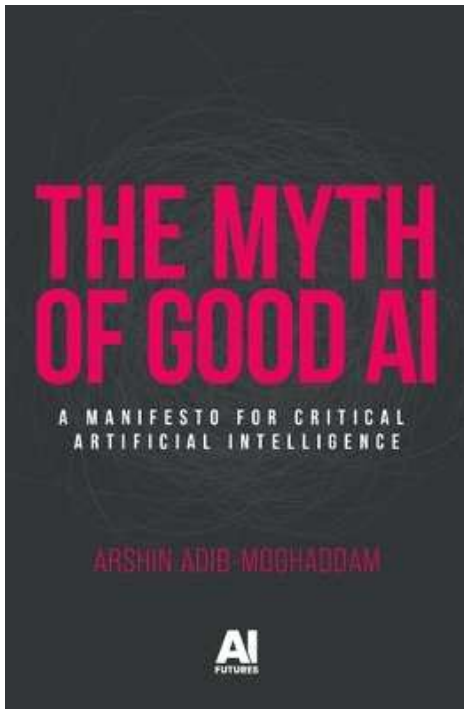
God, AI and the End of History

Understanding the Book of Revelation in an Age of Intelligent Machines

SPCK Publishing (John Wiley & Sons Ltd)

17 July 2025

*A fresh interpretation of Revelation for the 21st century,
exploring the connections between John's visions and the
terrifying prospect of an Artificial Super Intelligence that
emerges to deceive the world and oppose the rule of
Christ.*

'Revelation promises to do two things: fill our hearts with
praise to God, and simultaneously prepare for God's inevitable
cataclysmic intervention in this world to judge evil righteously
at the return of Christ.' Countless books have been written on
the meaning of Revelation. This one draws on the work of
great interpreters of the past but at the same time it breaks
new ground by advancing reasons why we need to take very
seriously the possibility that a supernatural power opposed to
God is using technology - and in particular advanced AI - to
drive a transhumanist vision of upgraded humans. Already
some scientists are envisioning the development of
superintelligences that may become the gods of the future
and rule over humans. Others raise the even more disturbing
prospect that ASI (Artificial Super Intelligence) could
eventually achieve world domination. These developments,
argues Lennox, are likely to involve the deception of billions of
people, inspired and engineered by the one whom the New
Testament calls 'the Antichrist'. To find out how John Lennox
reaches that conclusion read this fresh, wide-ranging and
amazingly thought-provoking commentary on Jesus' last
message to his followers.

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The Myth of Good Ai

A Manifesto for Critical Artificial Intelligence

Manchester University Press (IPS UK)

27 May 2025

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

The myth of good AI offers a bold new approach to understanding artificial intelligence and its implications for human security. Dismantling the 'good AI' narrative pedalled by tech giants, the book exposes the full extent of AI's nefarious impact on society. Drawing on a wide range of literature, the book provides a gripping synthesis of debates in philosophy, medicine, media, psychology, international affairs, economics and politics. It charts the full spectrum of AI-related themes and explores what implications AI has for our future, while equipping the reader with strategies for survival. -- .

9781526189509

Paperback | 184 pages | £14.99

Artificial intelligence
Social & political
philosophy
Ethics & moral
philosophy

Arshin Adib-Moghaddam is Professor in Global Thought and Comparative Philosophies at SOAS University of London and Fellow of Hughes Hall, University of Cambridge.