

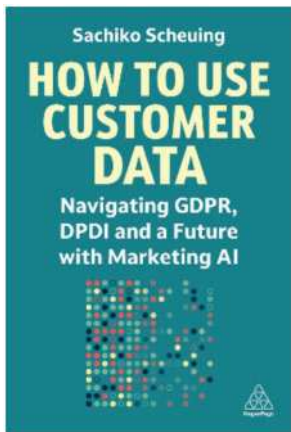
Marketing in Web 3.0 : Artificial Intelligence, the Metaverse and the Future of Marketing

Simon Kingsnorth

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

£26.99 | Paperback / softback | 240pp. | 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.



How to Use Customer Data : Navigating GDPR, DPDI and a Future with Marketing AI

Sachiko Scheuing

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398615151

£34.99 | Paperback / softback | 304pp. | June 2024

Ensure your marketing is GDPR/DPDI compliant whilst navigating technological changes and optimizing customer experience with this practical and user-friendly guide.



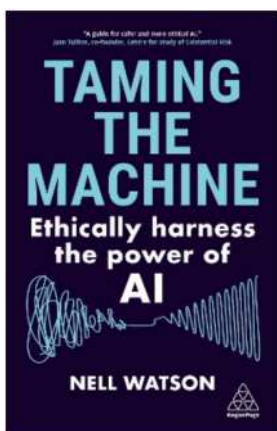
Responsible AI : Implement an Ethical Approach in your Organization

Olivia Gambelin

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398615700

£31.99 | Paperback / softback | 280pp. | June 2024

Learn how to design and operationalize a responsible AI strategy for your organization with this guide for business leaders, covering its strategic, operational and technical bases.



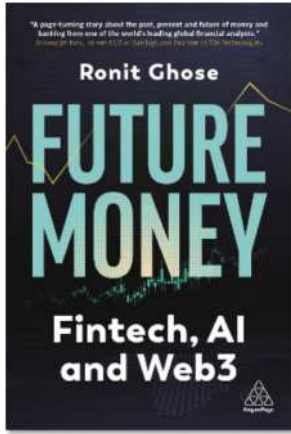
Taming the Machine : Ethically Harness the Power of AI

Nell Watson

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398614321

£14.99 | Paperback / softback | 320pp. | May 2024

Demystify AI and discover how it can improve your productivity and innovation at work with Taming the Machine, an accessible and comprehensive insight into the practical mechanisms, ethics and potential of AI.



Future Money : Fintech, AI and Web3

Ronit Ghose

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398612761

£19.99| Paperback / softback| 256pp. | March 2024

Delve into the realities of fintech, crypto, AI and Web3 and explore the rapidly changing world of money through the gripping stories of key founders and companies from around the world.



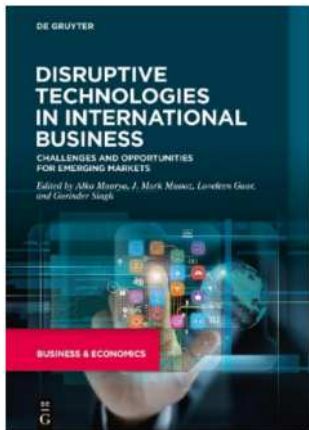
Toward Artificial General Intelligence : Deep Learning, Neural Networks, Generative AI

Victor Hugo C. de Albuquerque

De Gruyter (HGV) | 9783111323565

€129.95| Hardback| 423pp. | November 2023

Artificial Intelligence (AI) has been an exciting field of study and research in educational institutions and research labs across the globe.

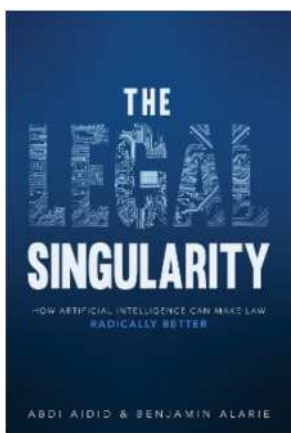


Disruptive Technologies in International Business : Challenges and Opportunities for Emerging Markets

Alka Maurya

De Gruyter (HGV) | 9783110738599

€49.95| Hardback| 117pp. | July 2023



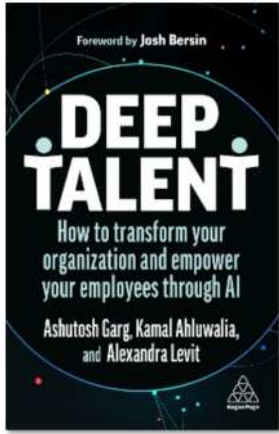
The Legal Singularity : How Artificial Intelligence Can Make Law Radically Better

Abdi Aidid

University of Toronto Press (IPS UK/NBNI) | 9781487529413

£29.99| Hardback| 226pp. | July 2023

Adopting a cautious and yet optimistic view of an uncertain legal future, The Legal Singularity presents a coherent account of the radically positive impact artificial intelligence may have in the coming decades on law and legal institutions.



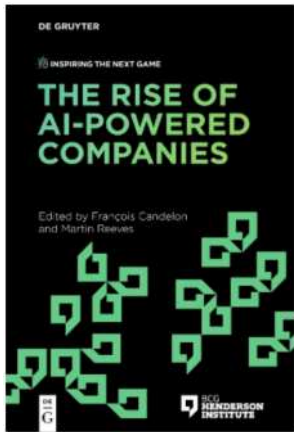
Deep Talent : How to Transform Your Organization and Empower Your Employees Through AI

Alexandra Levit

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398609549

£19.99 | Paperback / softback | 192pp. | February 2023

A groundbreaking guide to how you can transform your workplace culture, improve your workforce and boost your revenue with the support of talent intelligence software.



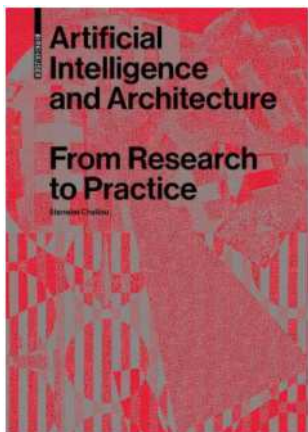
The Rise of AI-Powered Companies

François Candelon

De Gruyter (HGV) | 9783110775099

€25.95 | Paperback / softback | 124pp. | September 2022

AI-powered companies will not only lead the way in the next decade, they will become the norm. This book examines some of the most successful examples of AI-powered companies and what it requires to become one.



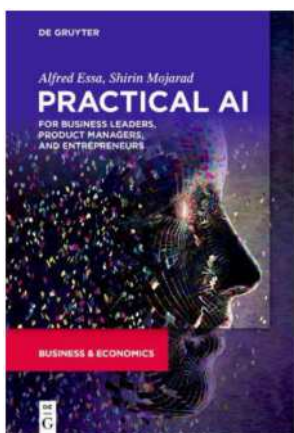
Artificial Intelligence and Architecture : From Research to Practice

Stanislas Chaillou

Birkhauser (HGV) | 9783035624007

€42.00 | Paperback / softback | 208pp. | April 2022

Artificial intelligence (AI) has found its way into countless industries. In architecture, AI is still in its infancy, but recent years have seen some promising developments.



Practical AI for Business Leaders, Product Managers, and Entrepreneurs

Alfred Essa

De Gruyter (HGV) | 9781501514647

€49.95 | Paperback / softback | 240pp. | April 2022

Most economists agree that AI is a general purpose technology (GPT) like the steam engine, electricity, and the computer.



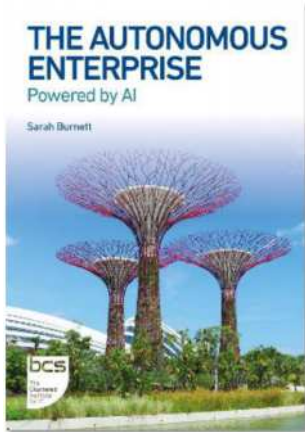
Artificial Intelligence and Software Testing : Building systems you can trust

Adam Leon Smith

BCS Learning Development Limited (IPS UK/NBNI) | 9781780175768

£34.99 | Paperback / softback | 150pp. | March 2022

AI presents a new paradigm in the development of software, representing the biggest change to how we think about quality and testing in decades. Many well known issues around AI manifest as quality management problems. This book explores AI from that angle and is aimed at testing and quality management practitioners who want to understand more.



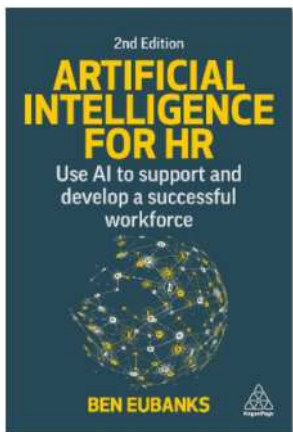
The Autonomous Enterprise : Powered by AI

Sarah Burnett

BCS Learning Development Limited (IPS UK/NBNI) | 9781780175829

£29.99 | Paperback / softback | 164pp. | February 2022

The journey towards the autonomous enterprise has begun; there are already companies operating in a highly automated way. Every corporate decision-maker will need to understand the opportunities and risks that the autonomous enterprise presents, to learn how best to navigate the shifting competitive landscape on their journey of change. This book is your guide to this innovation, presenting the concepts in real world contexts by covering the



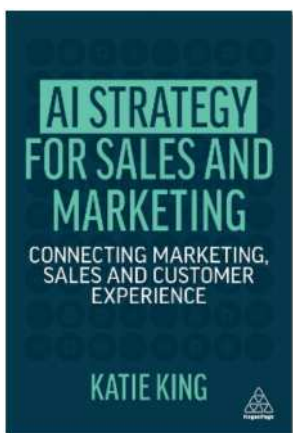
Artificial Intelligence for HR : Use AI to Support and Develop a Successful Workforce

Ben Eubanks

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398604001

£32.99 | Paperback / softback | 272pp. | January 2022

Confidently understand and use AI to recruit and develop a successful workforce to thrive in the future world of work with the second edition of this practical guide.



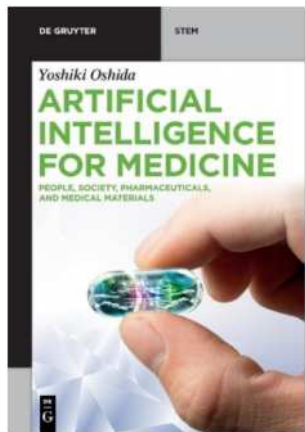
AI Strategy for Sales and Marketing : Connecting Marketing, Sales and Customer Experience

Katie King

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398602007

£32.99 | Paperback / softback | 288pp. | January 2022

Learn how to implement an integrated AI strategy that connects your marketing, sales and customer experience, to achieve and sustain the competitive edge.



Artificial Intelligence for Medicine : People, Society, Pharmaceuticals, and Medical Materials

Yoshiki Oshida

De Gruyter (HGV) | 9783110717792

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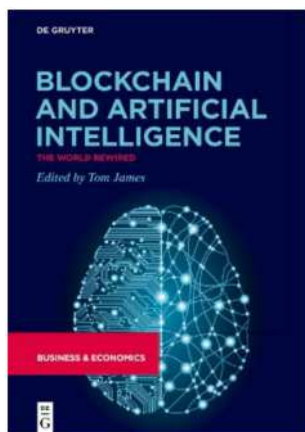
Platform Strategy : Transform Your Business with AI, Platforms and Human Intelligence

Tero Ojanperä

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398602663

£29.99 | Paperback / softback| 224pp. | October 2021

Learn how to become a platform business with seven steps that will futureproof and diversify your offering.

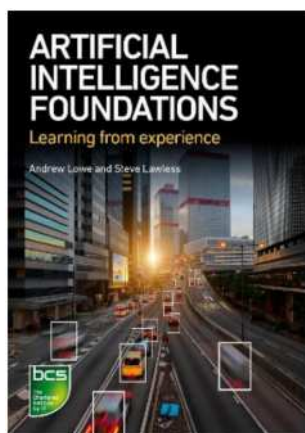


Blockchain and Artificial Intelligence : The World Rewired

Tom James

De Gruyter (HGV) | 9783110661149

€89.95 | Hardback| 264pp. | August 2021



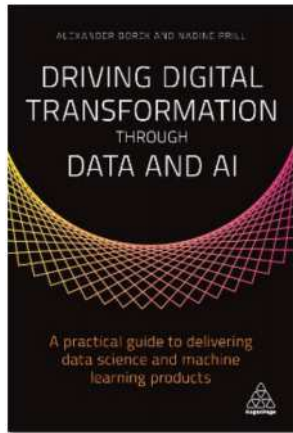
Artificial Intelligence Foundations : Learning from experience

Andrew Lowe

BCS Learning Development Limited (IPS UK/NBNI) | 9781780175287

£34.99 | Paperback / softback| 180pp. | February 2021

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.



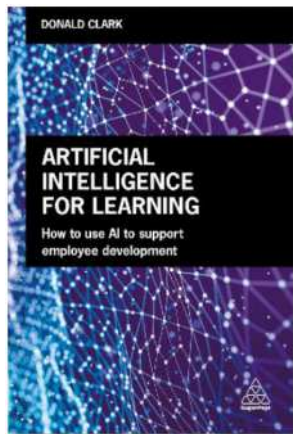
Driving Digital Transformation through Data and AI : A Practical Guide to Delivering Data Science and Machine Learning Products

Alexander Borek

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781789665390

£32.99 | Paperback / softback | 264pp. | November 2020

Avoid being left behind and make data science and artificial intelligence a profitable part of your business with this practical guide to product delivery.



Artificial Intelligence for Learning : How to use AI to Support Employee Development

Donald Clark

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781789660814

£32.99 | Paperback / softback | 320pp. | August 2020

Critically assess the impact of artificial intelligence on the LD function and understand how to use it to improve learning in the workplace.