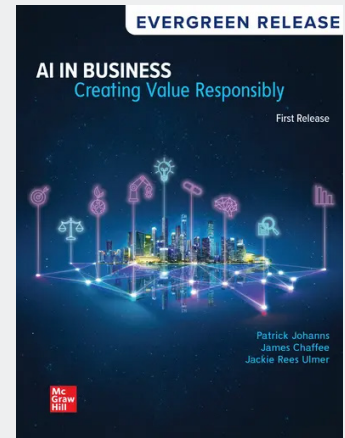




AI in Business: Creating Value Responsibly

Patrick Johanns | James Chaffee | Jackie Rees Ulmer



Overview

As artificial intelligence (AI) reshapes industries, equipping students with the knowledge to effectively understand and leverage its potential is crucial for promoting career readiness. Introducing *AI in Business*, a vital resource for navigating the evolving role of AI in modern business. This title examines the transformative effects of AI in diverse business contexts and translates historically technical concepts into nontechnical, approachable content, covering topics from data management to generative AI. *AI in Business* includes real-world case studies, such as Amazon's hiring practices and UPS's logistics, which offer practical insights and critical analysis skill-building opportunities for students to be successful in today's dynamic business environment.

Depth of Topic Coverage

Low High

Writing Style

Nontechnical; Clear; Approachable

What You Need to Know

Ethics and Sustainability Focus

These topics are embedded throughout to help students realize that while AI holds tremendous promise, it must be implemented responsibly to realize its full potential.

Case Studies

Every chapter includes three cases that examine real-world successes and failures of AI. In addition, the Integrated Case Series, supporting all chapters, explores Singapore's Smart Nation Initiative and AI's societal, strategic, and ethical implications.

Technical Supplements

Accompanying Chapters 4–6, these supplements contain more advanced coverage of algorithm logic, model training, and evaluation. These provide flexibility to adjust content depth.

Table of Contents

BACKGROUND

1. Overview of AI in Business
2. The Rise of AI: Innovation and Impact
3. Data Management for AI

TYPES OF AI

4. Machine Learning
5. Neural Networks
6. Generative AI in Business

IMPLEMENTATION AND APPLICATION

7. Strategic AI Implementation: People, Process, Purpose
8. The Art of Prompt Engineering with FOCUS

AI in Business: Creating Value Responsibly

Patrick Johanns | James Chaffee | Jackie Rees Ulmere

This Product is Evergreen™

This product is available in our Evergreen Delivery Model. This means you will have the most relevant and up-to-date content, tools, and accessibility features delivered directly to your existing courses. Evergreen's release-centered approach makes using new content easy and enables digital product updates all without switching editions or building a new course from scratch.

Release Notes make it easy for you to see detailed information about new and updated digital content available with a release and can be found within your course.

If you require a print component, please talk to your McGraw Hill representative.



“With Evergreen, my course is more efficient, relevant, inclusive, and engaging for students preparing for real-world careers.”

—LaKisha Barrett

PhD, Professor and Associate Dean,
Austin Community College



Education for All? We're All In.

Let's build a future where every student has a chance to succeed in college and beyond.

We're committed to working together to clear paths, so that we can create opportunities for each student and help deliver an education of value.

