ALEKSANDRA:

AI is getting real and the year 2023 will most certainly witness amazing acceleration of this technology! Probably most of you have already tried Lensa, Dalle or ChatGPT? Most observers of the adoption of AI over the past decade would agree that AI hype is at its peak.

DARIUSZ:

BUT: nearly half of the self-described “AI companies” actually have little to do with AI , and they are simply riding the coattails of the frenzy. It's hard to know how to use AI in a good way and how it will affect the future.

ALEKSANDRA:

This is why we wrote a book about how AI is really used in business strategy and how it will change in the future. We also talk about how AI can be open and easy to use for everyone, not just a few experts.

DARIUSZ:

In the book, we talk about what AI is and how it is being used now, and we also talk about fake AI and the different ways people think about AI. We also talk about how to use AI in a good way for businesses and how it will change in the future.

ALEKSANDRA:

More specifically, we discuss the current state and future potential of AI in business. We also examine the different ways people view AI, including both positive and negative perspectives.

DARIUSZ:

We discuss how businesses can begin using AI and how it can be integrated into business strategies. We also explore the role of AI in marketing and sales, and the potential for companies to both cooperate and compete with each other in the use of AI.

ALEKSANDRA:

What is more, we actually used AI, and more specifically the most advanced language generator in the world, OpenAI's GPT, to help us write the book. It supported us with generating summaries of chapters and bibliographical research. The creative process of writing together with AI that we also describe in the book was really fascinating!

Have actually a look, you don’t have to take our word for that, here’s an excerpt from the introduction to our book and I will prompt chatgpt to write a short summary of it:

The book aims to provide a clear and up-to-date overview of artificial intelligence (AI) in business and society. It presents a balanced view of the technology landscape, avoiding both overly optimistic and overly pessimistic viewpoints. The book discusses the current state of machine learning and AI in strategic management and describes emerging technologies. It also addresses the adoption and effects of AI technologies in business organizations. The book aims to help readers understand the value of AI and data science in mainstream business and how to effectively incorporate these technologies into strategies. It also looks at potential challenges and pitfalls in the development and use of AI.