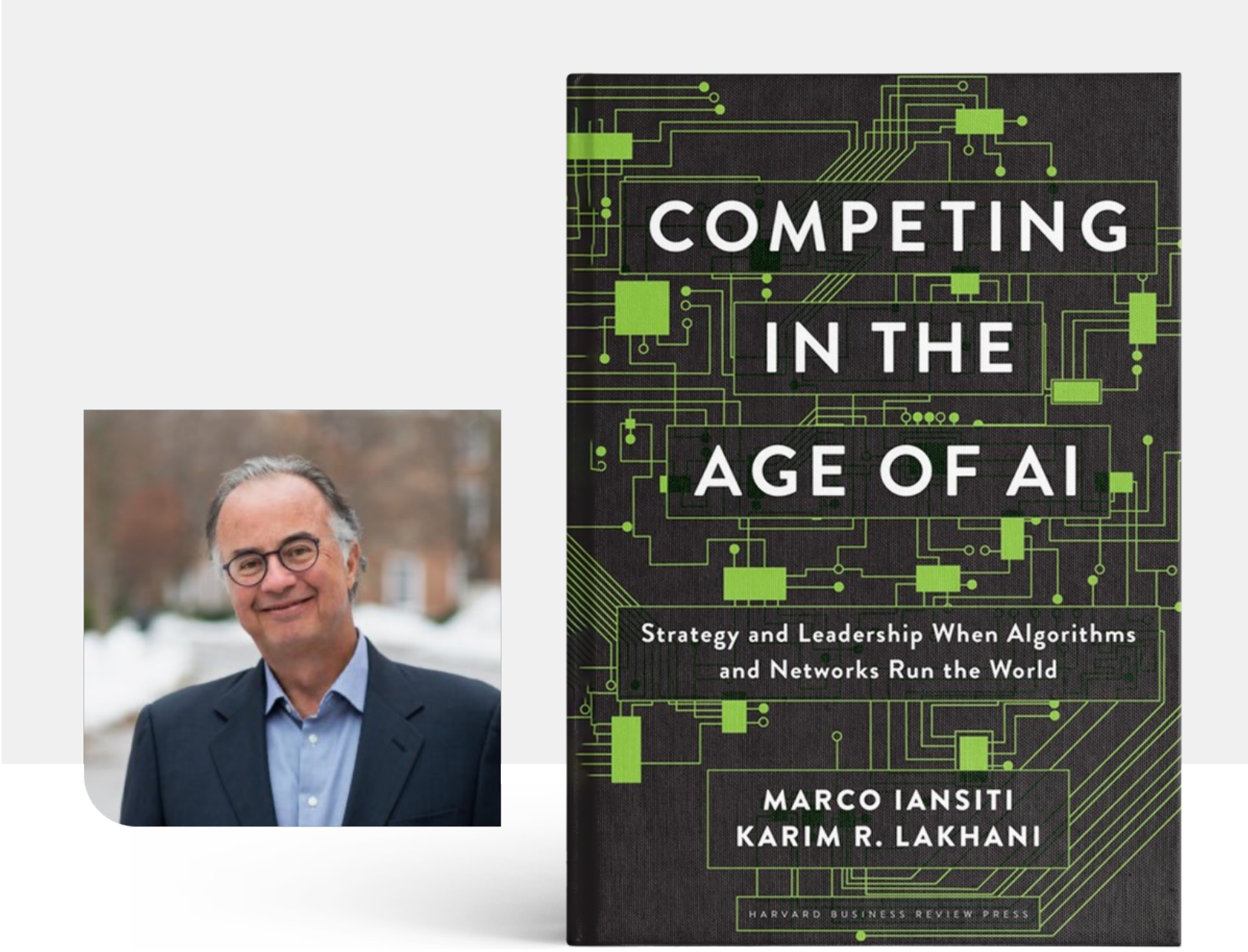


Recommended by Dickon Laws, Ogilvy's EMEA Head of Innovation



Competing in the Age of AI

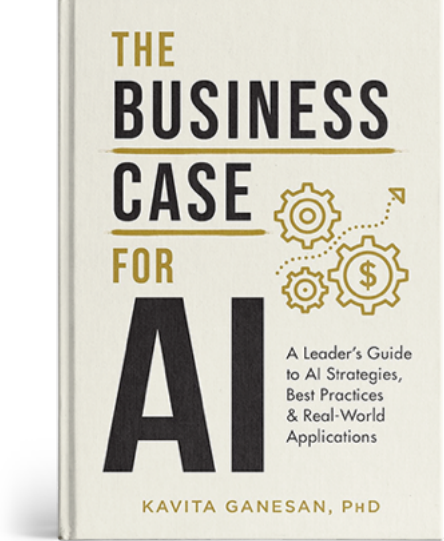
Strategy and Leadership When Algorithms and Networks Run the World

AI will cause transformation and hit hard on the competitive side of operations. Competition in the broad sense of the word, in every field and almost every job. How to prepare for the changing competitive situations. The focus must be on value creation, with the help of AI, to remain competitive in the age of AI. Companies and all sort of organizations need to act to *create*, *capture*, and *deliver* value in the digital age.

Deploying AI is a top down responsibility.

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A Leader's Guide to AI Strategies, Best Practices & Real-World applications

Wherever you are on your AI journey, this book will be your guide to discover the power of AI in a practical way. The basis for an AI journey is to develop an AI Business Case. Whether it is at the whole organization-level or product-level, business-level, customer-level or making better decisions. You will realize the impact of AI deployment, solving business problems or seize opportunities, faster and far more efficient.

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15 min study



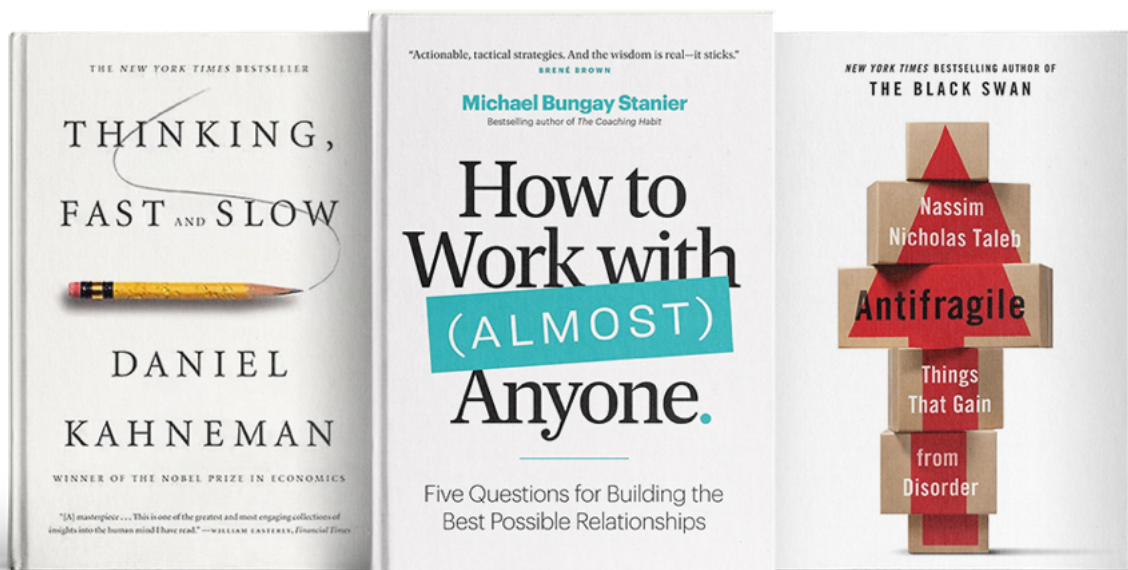
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