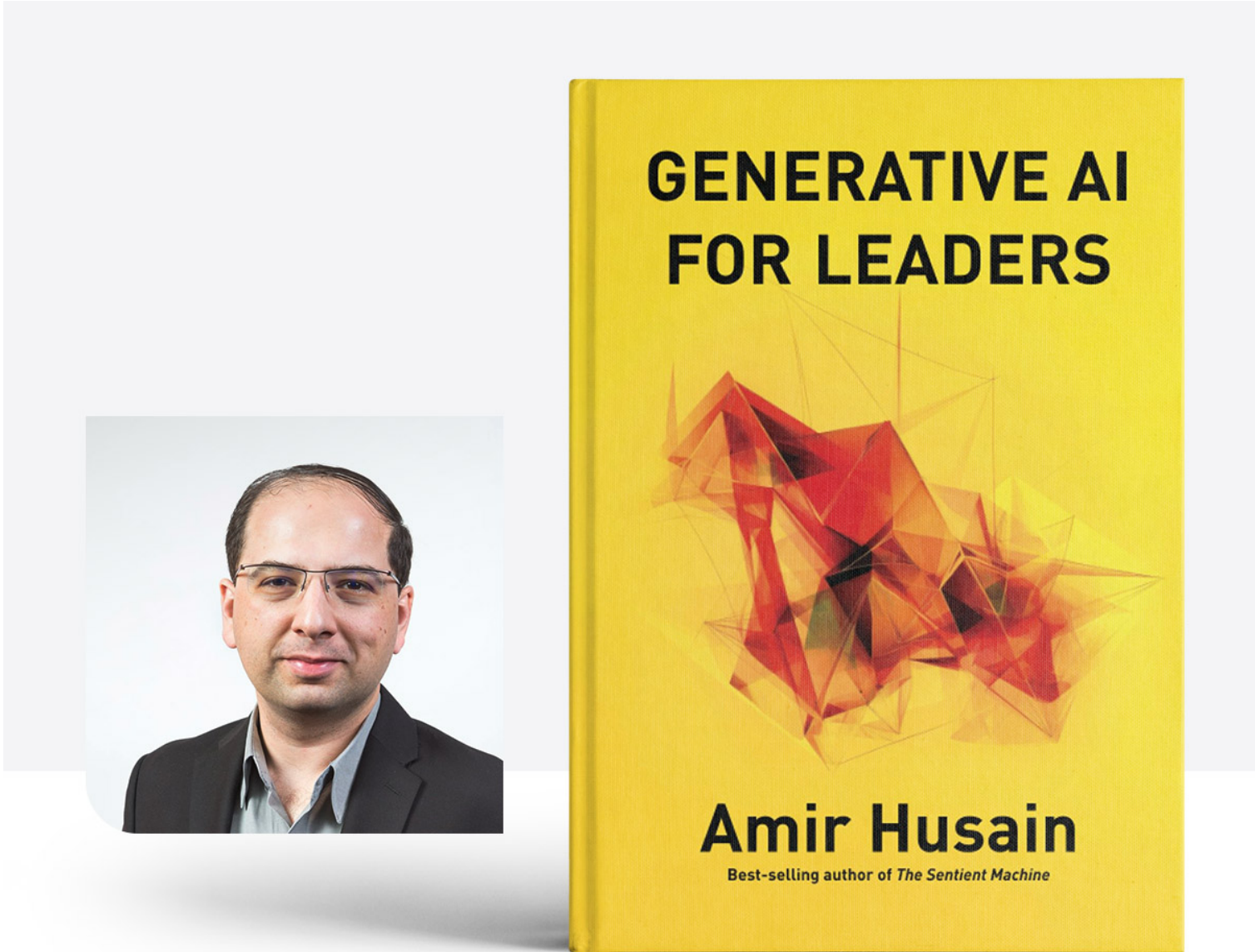


Recommended by Dickon Laws, *Ogilvy's EMEA Head of Innovation*



Generative AI for leaders

The magic of Generative AI lies in its creative potential

Generative AI has the potential to shape the future. Those who are at the helm of organisations must prepare for this future. It has the transformative power, effecting most human activities. The question is not whether AI technology will transform the business world, but how disruptive this transformation will be. Generative AI can transform entire business models, industries and economies, driving new levels of growth and prosperity. Where to start? The author made a list of 75 tasks and processes to which organisations could immediately apply generative AI. As a leader be the architect of the future. A future that will dwell in the realm of imagination for millennia.

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The Global Reading Club also recommends:



The Coming Wave

AI is creating an ‘inflection point’ in the history of humanity

Inventions and ideas have always been the work of people. On our current trajectory we must understand Artificial Intelligence. Something we must understand, as we cannot apply and control what we do not understand. AI should best be understood as digital companions, new partners in the journey of our lives. We must prepare for AI and shape what comes next. AI will give us a conversational interface to a real personal AI. AI is us.

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