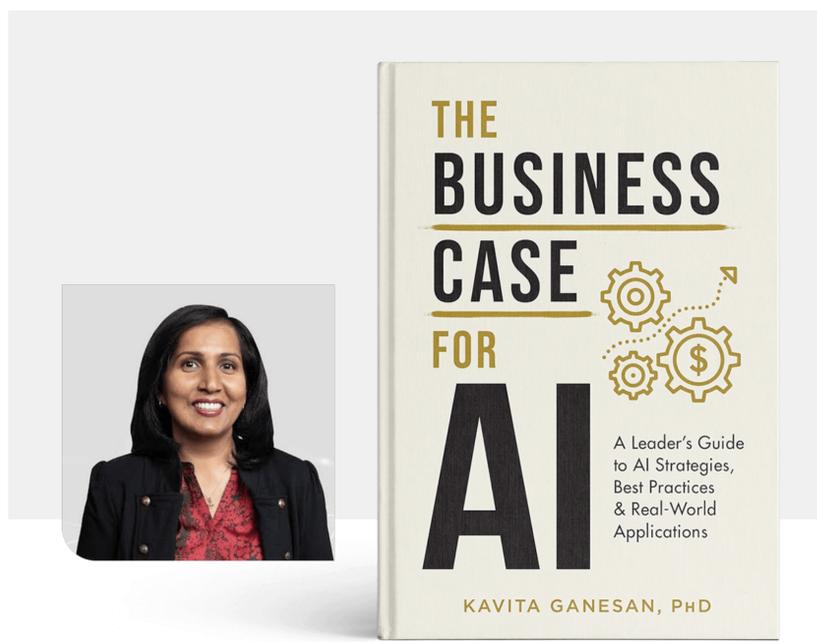


Recommended by Dickon Laws, Ogilvy's EMEA Head of Innovation



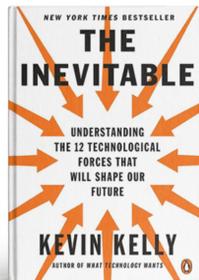
The Business Case for AI

Implementing an AI strategy starts with understanding AI, at the executive level

AI is a practical technology for businesses to bring about improvements in the organization, the lives of employees, customers and society at large. A Business case is a strategic model outlining the AI journey. How do you get ready for the AI journey? By developing a specific AI Business case, based on the five pillars of readiness: Data, Cultural, Skills, Infrastructure and Budget. But first find the High Impact AI Initiatives from which your business can benefit most.

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The global Reading Club also recommends:



The Inevitable*

Artificial Intelligence will help us become better pilots, better doctors, better professionals and better creators

Three generations ago, a tinkerer struck it rich by taking a tool and making an electric version. Now everything that we formerly electrified, we will cognify (giving something some sort of intelligence). Artificial Intelligence will help us become better pilots, better doctors, better professionals, better creators. There is almost nothing that cannot be made new, different, or more valuable by infusing it with some extra intelligence. It will be a race with, not against, machines.

* This book was published in the Global Reading Club in 2017 and is still valid from a visionary point of view.

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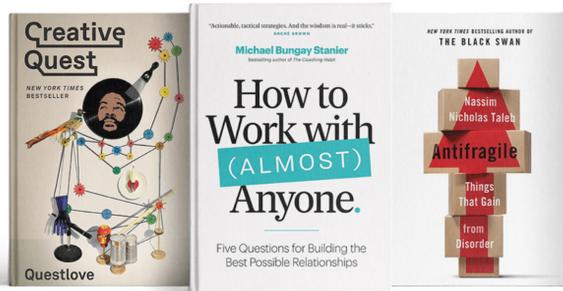
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