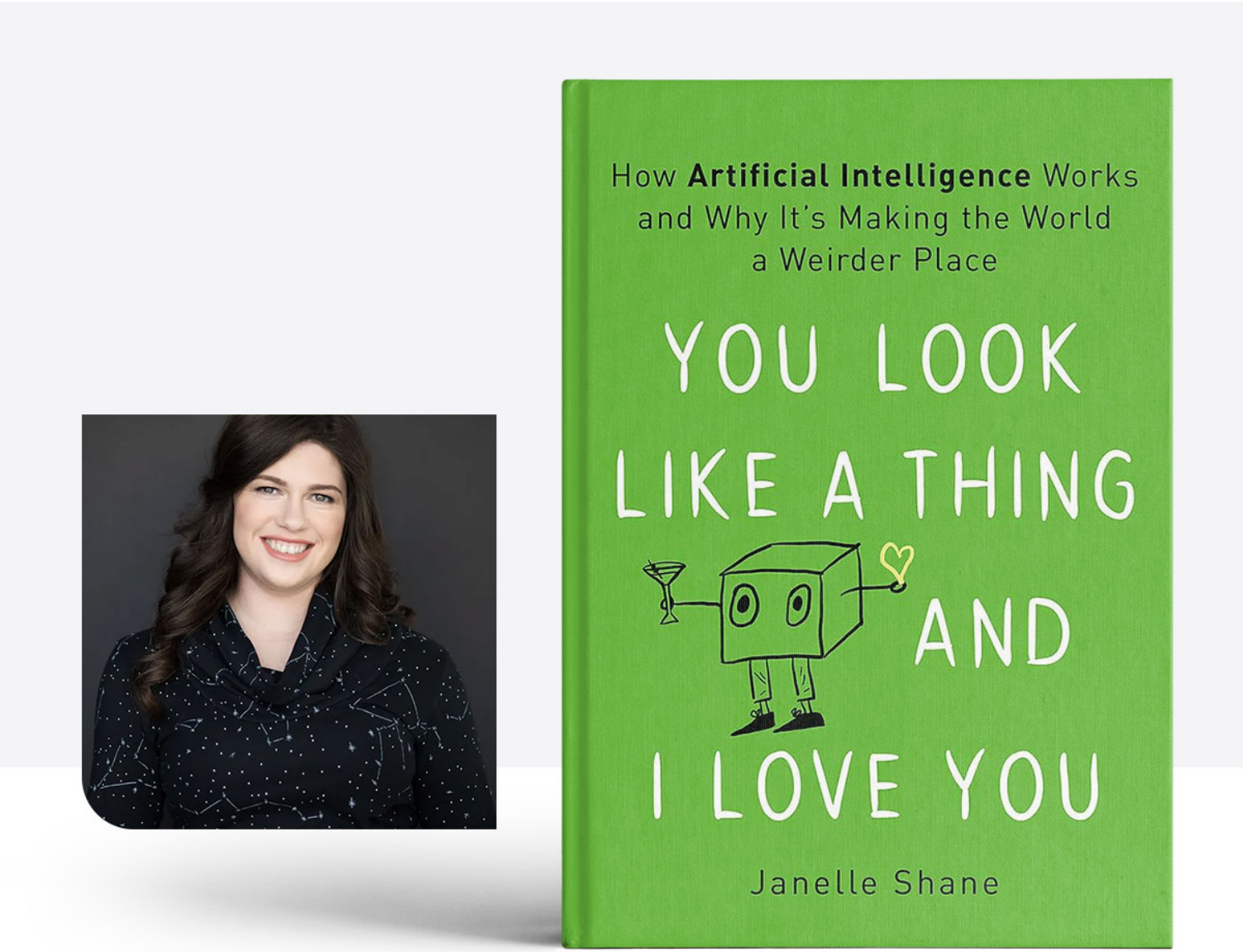


Recommended by Antonis Kocheilas, Global CEO, Ogilvy Advertising



Read & edited by: Tommy Wigley & Toby Evans

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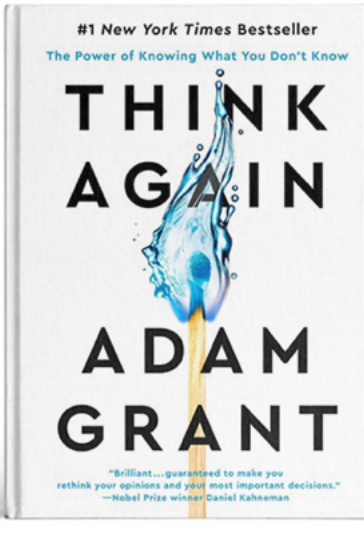
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AI is a new partnership between people and technology, which will have a huge influence on our thinking and doing. Artificial Intelligence helps us to think smarter than ever before. However, AI doesn’t know what ‘human’ is, while the idea is that AI must help humanity to progress. If we ask AI what to do, it will if it can, but it might not do what we actually want. If we give AI a goal, it will do exactly what we ask it to do and more. We must all learn how to work with AI. This book is great learning for those who work with AI already and for those who don’t yet.

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