

Applied Artificial Intelligence in Business: Concepts and Cases

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Abstrak

This book offers students an introduction to the concepts of big data and artificial intelligence (AI) and their applications in the business world. It answers questions such as what are the main concepts of artificial intelligence and big data? What applications for artificial intelligence and big data analytics are used in the business field? It offers application-oriented overviews and cases from different sectors and fields to help readers discover and gain useful insights. Each chapter features discussion questions and summaries. To assist professors in teaching, the book supplementary materials will include answers to questions, and presentation slides.