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Francesco Corea

# Applied Artificial Intelligence: Where AI Can Be Used in Business

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# Introduction

As the title on the front page would suggest, this is a book that basically deals with Artificial Intelligence (AI) and its several applications. It does not simply tackle all the specific cases or sectors where AI can be used, but rather select a few verticals which are very representative of the impact and progresses AI has made, as well as discuss a few operational and strategic issues that any organization may incur in.

In that sense, this book is not an organic text that should be read from the first page onwards, but rather a collection of articles that can be read at will (or at need). The structure of the chapter is very similar, so I hope the reader won't find difficulties in establishing comparisons or understanding the differences between specific problems AI is being used for.

The first chapter of the book is going to show the potential and the achievements of new AI techniques in the speech recognition domain, and it will discuss what a bot is and how this sector would develop, as well as how to classify the players of this space.

The second and third chapters tackle instead verticals that are historically data-intensive but not data-driven, i.e., the financial sector and the insurance one.

The fourth chapter is probably the most innovative because it looks at AI and its intersection with another exponential technology, namely, the blockchain. It analyzes how AI will change the blockchain but also (and more importantly) how the blockchain will foster the development of a decentralized AI.

The last two chapters are instead more operative because they concern new figures to be hired regardless of the organization or the sector, and ethical and moral issues related to the creation and implementation of new types of algorithms.