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for understanding  
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to the development  
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are opportunities  
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yet practical book

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and 3)

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Describe the new  
challenges and  
responsibilities for  
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firms across many  
sectors, this is your  
essential guide for  
rethinking how  
your firm competes  
and operates in the  
era of AI.

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afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it

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methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their

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a tightly-focused  
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AI allows

businesses to link

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which can allow the

business and the

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Business leaders

are faced left with

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