Managing Knowledge with Artificial Intelligence: An Introduction with Guidelines for Nonspecialists

Kevin C. Desouza

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In clear, readable language, consultant and researcher Kevin Desouza accomplishes an unlikely feat: explaining artificial intelligence to nonspecialists, in a way that experts will recognize and accept as correct and immediately applicable. Workers in knowledge management are relatively isolated from each other, businesspeople are still unconvinced that artificial intelligence has much to offer, and engineers creating the latest algorithm or device seldom consider its value for businesspeople?Desouza seeks to change all that.

He maintains that knowledge will be traded like physical goods, and that businesses must leverage knowledge resources within its organizations to survive in a highly competitive marketplace. Introducing us the concepts and significance of knowledge management, he shows that incorporating artificial intelligence computer-based techniques into business settings can provide truly significant gains in productivity. This book is among the first of its kind to provide a comprehensive one-stop guide to the basics of knowledge management, plus a lucid explanation of A.I., and how to use it in almost all types of organizational settings.

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