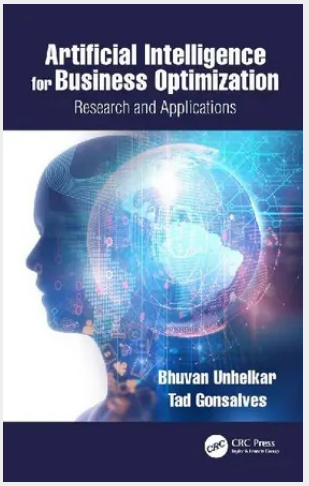
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Artificial Intelligence for Business Optimization

Research and Applications



This book explains how AI and Machine Learning can be applied to help businesses solve problems, support critical thinking and ultimately create customer value and increase profit. By considering business strategies, business process modeling, quality assurance, cybersecurity, governance and big data and focusing on functions, processes, and people's behaviors it helps businesses take a truly holistic approach to business optimization. It contains practical examples that make it easy to understand the concepts and apply them. It is written for practitioners (consultants, senior executives, decision-makers) dealing with real-life business problems on a daily basis, who are keen to develop systematic strategies for the application of AI/ML/BD technologies to business automation and optimization, as well as researchers who want to explore the industrial applications of AI and higher-level students.

Artificial Intelligence for Business Optimization: Research and Applications is primarily a business book that discusses the research and associated practical application of Artificial Intelligence (AI) and Machine Learning (ML) in order to achieve Business Optimization (BO).

156,00 €
156,00 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367638368
Medium: Buch
ISBN: 978-0-367-63836-8
Verlag: CRC Press
Erscheinungstermin: 10.08.2021
Sprache(n): Englisch
Auflage: 1. Auflage 2021
Produktform: Gebunden
Gewicht: 605 g
Seiten: 324
Format (B x H): 161 x 240 mm