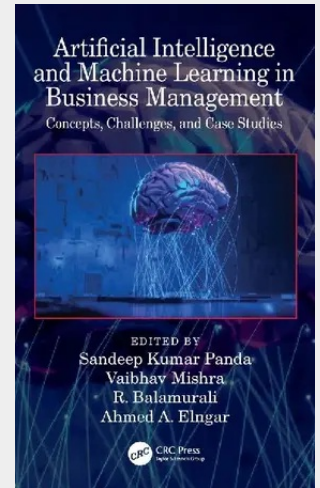


Artificial Intelligence and Machine Learning in Business Management

Concepts, Challenges, and Case Studies

The focus of this book is to introduce Artificial Intelligence (AI) and Machine Learning (ML) technologies into the context of Business Management. The book gives insights into the implementation and impact of AI and ML to business leaders, managers, technology developers, and implementers. With the maturing use of AI or ML in the field of business intelligence, this book examines several projects with innovative uses of AI beyond data organization and access. It follows the Predictive Modeling Toolkit for providing new insight on how to use improved AI tools in the field of business. It explores cultural heritage values and risk assessments for mitigation and conservation and discusses on-shore and off-shore technological capabilities with spatial tools for addressing marketing and retail strategies, insurance and healthcare systems. Taking a multidisciplinary approach for using AI, this book provides a single comprehensive reference resource for undergraduate, graduate, business professionals, and related disciplines.

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