

AI Design

A Beginner's Guide to Building Intelligence Through Patterns

This book is the essential roadmap for anyone eager to grasp the foundational principles of artificial intelligence: no technical background required. demystifies core AI technologies by blending approachable language, clear analogies, and straightforward coding examples. Readers journey from the basics of teaching computers to "think" like humans, through the essential methods of machine learning: including supervised and unsupervised learning, neural networks, natural language processing, and the transformative power of models such as Transformers and LLMs. Alongside conceptual explanations, practical examples and code snippets allow readers to be hands-on, building real models for tasks like classification, clustering, and sentiment analysis: all without needing an advanced background in mathematics or programming.

Distinguished Google engineer Antonio Gulli fills a growing need for an approachable, technically accurate introduction to AI that demystifies key concepts for beginners, students, and professionals from non-technical backgrounds. Emphasizing intuition before theory and using narrative and visualization to sustain engagement, each chapter reinforces conceptual understanding with practical examples illustrating how computers "learn" patterns from data. No prior coding or mathematical background is required; minimal familiarity with computers or Python basics suffices.

The book's friendly writing style, relatable analogies, and logical progression ensure that concepts stick, while highlighting both the potential and the limitations of today's AI. Readers finish the book with the tools and confidence to not only understand AI, but to create — and critique — its applications in the real world.

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