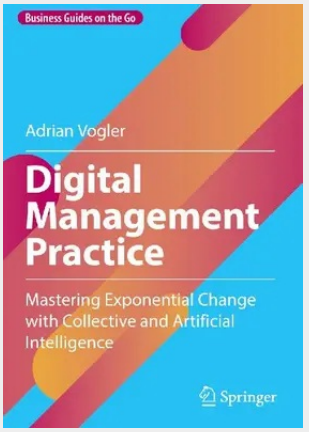
Vogler

Digital Management Practice

Mastering Exponential Change with Collective and Artificial Intelligence



The book illustrates how managers and knowledge workers can effectively harness collective and artificial intelligence to counteract the effects of exponential change and successfully implement digitization within their organizations. The author applies the proven management principles of Peter F. Drucker to the new challenges of the digital age, enhancing them with the concepts of collective and artificial intelligence. This approach also takes into account the insights of Daniel Kahneman regarding "Thinking, Fast and Slow" and the associated cognitive biases and deficits in human thinking. By leveraging innovative tools – collective and artificial intelligence – these deficits can be mitigated, aiding in decision-making. The use of these tools in innovation management and work organization is also discussed. Readers are provided with practical tips and strategies for implementation. Embark on an exciting journey through digital management practices and successfully navigate thechallenges of the digital world.

1. Introduction.- Part 1: Digitalisation and Exponential Change.- 2. The Digitalisation.- 3. The Knowledge Worker.- 4.- The Manager.- 5. The Company.- Part 2: Collective Intelligence as a System 3.- 6. Presentation Of System 3 - The Concept of Collective Intelligence.- 7. Benefits of System 3 - The Collective Intelligence.- 8. Concrete Application of System 3 - The Collective Intelligence.- Part 3: Artificial Intelligence as a System 4.- 9. Presentation of System 4 - The Concept of Artificial Intelligence.- 10. Benefits Of System 4 - Artificial Intelligence.- 11. Concrete Application Of System 4 - Artificial Intelligence.- 12. Conclusion and Recommendations for Action.- 13. Practical Examples of AI Tools and Further Literature.

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