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AI for Small Business Phil Pallen, 2025-01-14 Artificial intelligence is rapidly changing the world and small businesses are no exception With this essential guide small business owners and entrepreneurs will learn how to use this new technology to automate tasks save time and money make better decisions grow their businesses faster and stay ahead of the AI curve

Pricing for Strategic Managers Gábor Rekettye, Jonathan Liu, Pál Danyi, 2025-10-26 While all company executives know the importance of pricing their knowledge about how to make sound pricing decisions is in most cases incomplete Environmental changes such as COVID 19 worldwide inflation and regional wars have given the pricing function significantly more attention while there have been technological developments in digitalisation and artificial intelligence This textbook tackles these changes head on providing an up to date discussion on the theory and practice of pricing Offering modern relevant practical examples exercises and solutions readers will gain a thorough and critical understanding of pricing in a digital world Whilst grounded in theory this book also offers practical tips and techniques that can be applied in local and international businesses This book helps business students and company executives to deepen their knowledge of smart pricing

Contemporary Marketing Strategy Rajagopal, 2025-09-30 This book offers knowledge and skills about developing market centric and competition oriented models and illustrates the power of consumers in managing sensitive market interventions through marketing mix strategies innovation and technology applications for competitive markets This updated edition discusses applied marketing concepts in real life situations incorporating new insights on the role of technology in marketing with a particular emphasis on AI and machine learning while also addressing topics related to consumer privacy and data protection It will serve as a valuable resource for researchers interested in marketing in the digital age

The Role of Artificial Intelligence in the Tourism and Hospitality Sector Maria Jesus Jerez-Jerez, Claudia Sevilla-Sevilla, Lidia Aguiar-Castillo, 2025-06-05 This timely expert led book brings together the latest academic and practitioner insights on AI technology within the hospitality and tourism industries The disruptive nature of AI is captured in a logically structured and accessible way with global case studies covering the latest technological developments in AI via a wide range of detailed real world examples designed to help the reader understand how this complex subject area is applied in industry Topics covered include privacy concerns AI in hotels personalisation of the guest experience travel planning virtual assistants and recommendation systems sustainability blockchain AR VR IoT smart destinations and big data analytics amongst others Chapters also include insights on governmental policies environmental sustainability social change and how these impact and interact with AI technologies within the context of tourism and hospitality This volume is of pivotal interest to students scholars and academics in the fields of tourism hospitality business management human geography social sciences and sustainability as well as those with an interest in AI technology more generally

Artificial Intelligence Ethics Azhar Zia-ur-Rehman, 2025-04-17 Artificial intelligence AI has permeated every aspect of life Like every other

technology AI poses risk and raises questions on ethics related to its design development deployment use and retirement While a completely ethical AI may not be possible to achieve it is possible to assess the maturity of the ethics of certain AI based system or that of an organization that employs AI This book presents a comprehensive framework designed to guide organizations in assessing and enhancing the ethical maturity of their AI systems It provides a structured approach to evaluating AI ethics across multiple dimensions including governance transparency accountability fairness and privacy By using this framework organizations can identify areas of strength and opportunities for improvement enabling them to develop AI systems that are not only technically robust but also ethically sound This book is just the beginning of a whole new domain of AI ethics maturity assessment in which the author plans to establish a certification body for certifying systems and organizations on the maturity of their AI ethics The author may be approached for partnership in this regard at azharzr@usa.net

AI Trends, 1988-10 [AI-Powered Pricing: Transforming Business with Intelligent Pricing Models](#) SIVAPRASAD NADUKURU, ADITYA DAYAL TYAGI, 2025-01-22 In the ever evolving world of business pricing strategies have always played a critical role in determining the success of products and services However with the rapid advancements in technology particularly artificial intelligence AI pricing models are undergoing a fundamental shift The emergence of AI powered pricing systems offers businesses a powerful tool to optimize their pricing strategies adapt to market dynamics in real time and maximize profitability This book authored by Sivaprasad Nadukuru and Aditya Dayal Tyagi explores the transformative potential of AI in pricing and its ability to reshape traditional business models By combining advanced machine learning algorithms predictive analytics and dynamic pricing techniques AI is enabling businesses to make smarter data driven decisions AI powered pricing systems can now analyze vast amounts of market data customer behavior and competitor pricing in real time to deliver personalized and optimal pricing solutions that improve revenue customer satisfaction and market competitiveness The authors bring a deep understanding of both AI technology and its practical application in business offering an insightful perspective on how organizations can implement intelligent pricing models to stay ahead of the curve Through a comprehensive exploration of case studies and theoretical frameworks this book provides a roadmap for businesses seeking to leverage AI to transform their pricing strategies It covers the essential aspects of AI powered pricing including the use of data analytics price elasticity models and pricing automation to deliver pricing strategies that are not only effective but also adaptive to the changing needs of the market The work presented in this book aims to guide both industry professionals and academics in navigating the complexities of AI powered pricing and its implementation It serves as a valuable resource for anyone involved in pricing marketing and business strategy and is an essential read for those looking to harness the power of AI to drive their business forward Sivaprasad Nadukuru and Aditya Dayal Tyagi have crafted a thorough and insightful exploration of how AI is revolutionizing pricing in the business world Their expertise and research illuminate the profound impact of AI powered pricing models offering readers the tools and knowledge necessary to adopt

intelligent pricing strategies in an increasingly competitive and data driven global market Authors **PC AI** ,2000
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