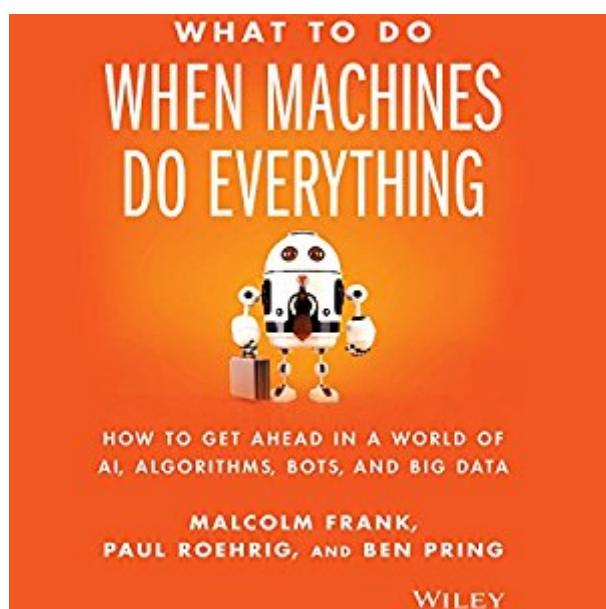


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# What To Do When Machines Do Everything: How To Get Ahead In A World Of AI, Algorithms, Bots, And Big Data



## Synopsis

The essential playbook for the future of your business. What to Do When Machines Do Everything is a guidebook to succeeding in the next generation of the digital economy. When systems running on artificial intelligence can drive our cars, diagnose medical patients, and manage our finances more effectively than humans, it raises profound questions on the future of work and how companies compete. Illustrated with real-world cases, data, and insight, the authors provide clear strategic guidance and actionable steps to help you and your organization move ahead in a world where exponentially developing new technologies are changing how value is created. Written by a team of business and technology expert practitioners - who also authored *Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business* - this book provides a clear path to the future of your work. The first part of the book examines the once in a generation upheaval most every organization will soon face as systems of intelligence go mainstream. The authors argue that contrary to the doom and gloom that surrounds much of IT and business at the moment, we are in fact on the cusp of the biggest wave of opportunity creation since the Industrial Revolution. Next, the authors detail a clear-cut business model to help leaders take part in this coming boom. The AHEAD model outlines five strategic initiatives - Automate, Halos, Enhance, Abundance, and Discovery - that are central to competing in the next phase of global business by driving new levels of efficiency, customer intimacy and innovation. Business leaders today have two options: be swallowed up by the ongoing technological evolution, or ride the crest of the wave to new profits and better business. This book shows you how to avoid your own extinction event, and will help you: Understand the untold full extent of technology's impact on the way we work and live Find out where we're headed, and how soon the future will arrive Leverage the new emerging paradigm into a sustainable business advantage Adopt a strategic model for winning in the new economy The digital world is already transforming how we work, live, and shop, how we are governed and entertained, and how we manage our money, health, security, and relationships. Don't let your business - or your career - get left behind. *What to Do When Machines Do Everything* is your strategic roadmap to a future full of possibility and success. Or peril.

## Book Information

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## **Customer Reviews**

This is a wonderful book that is clear, easy to read and extremely informative. It was very engaging and I ended up reading it all in one go! The examples used were super interesting and applicable to my business and also life -- who knew that AI is already better at identifying some cancers than doctors! Rather than the doom and gloom that so many books about the future present, this book takes a more positive slant. I appreciated their research and comparison of this upcoming AI revolution with the previous 4 industrial revolutions. Honestly, I feel better about the future now after reading this. The authors also included a helpful framework to think through how machines can be used successfully in my business. I highly recommend this book for business leaders, innovators and technologists.

Overall, an easy and pragmatic read - an important antidote to all the alarmist studies and books in the last few years on the topic of automation and the future of work. • Vinnie Mirchandani, CEO Deal Architect and Author, Silicon Collar

A well balanced description of how business and digital technologies may unfold over the next few decades. It is crucial that business leaders, societal leaders, politicians and the public constantly refresh their understanding of the impact of this interaction. Chapter 9: Enhance is the must read to get a realistic and practical perspective on the most likely ways in which the work that gets done in both the public and private sector will likely be changed with evolving digital technologies. It is an excellent vehicle for discussion of how these digital technologies can change a business, the implications and how to take advantage of the opportunities.

Clever title, which the authors are quick to disavow. Optimistic outlook for our whole planet, all 7 billion of us, based on this next step in our evolution. Two authors (from Cognizant Technology) give detailed account of how - TODAY - increased savings of time and money, as well as double digit improvements in income, as transforming everything from education to insurance and shipping. It won't be long, according to these authors, before the living standard of EVERYone rises.

Great read.

Incredible topics and easy to get hooked into. I've really enjoyed reading this book.

This book starts with a bold statement: The rise of artificial intelligence is the great achievement of our time. Computers are everywhere, we even call them "things" these days. More importantly, they are doing more by being smarter and ubiquitous. This book explores the far extreme where the machines start doing everything. The authors don't try to predict when it will happen. They use this scenario as a motivation while sharing a pragmatic view for the near future together with a roadmap to make the most of the ongoing revolution. There are opportunities everywhere!

The title of this book may be misleading to some. It is not about how we as individuals make our way in a world of automation and technology integration. Rather, this book provides new ways to think about the solutions organizations will build in the future, how they incorporate human capital and the changes required to bring them about. If you are looking for a book about the role of humans in the future environment I would recommend Tom Davenport's "Only Humans Need Apply: Winners and Losers in the Age of Smart Machines," which is a bit academic but very helpful. If you are interested in exploring the new organizational and business future, then consider this book. Strengths: The concept of "Systems of Intelligence" provides a helpful way to think about the future. It represents an updated version of people, process and technology. The authors do a nice job of building out their idea and providing examples. The distinction between different types of Artificial Intelligence "AI" is helpful. Narrow AI, General AI and Super AI cover the spectrum of these technologies. The four traps is helpful. These traps include: Doing Digital vs Being Digital; FANG Trap; "Boiling the Ocean

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