

Da Zero A Uno I Segreti Delle Startup Ovvero Come Si Costruisce Il Futuro

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Apple, Starbucks, Dyson and Pret a Manger have in common? How do they achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place. If you enjoyed reading this, check out Seth Godin's business classic This is Marketing.

This book deals with one of the earliest surviving "abbacus" treatises, one that is by far more orderly than any of the extant predecessors and is also the first to contain a presentation of algebra. The book contains an edition and an English translation of a manuscript from c. 1450. In addition, it features an extensive discussion of the contents of the treatise and its location within early abacus culture.

This reference presents the proceedings of an international meeting on the occasion of the University of Bologna's ninth centennial-highlighting the latest developments in the field of geometry and complex variables and new results in the areas of algebraic geometry, differential geometry, and analytic functions of one or several complex variables. Building upon the rich tradition of the University of Bologna's great mathematics teachers, this volume contains new studies on the history of mathematics, including the algebraic geometry work of F. Enriques, B. Levi, and B. Segre ... complex function theory ideas of L. Fantappie, B. Levi, S. Pincherle, and G. Vitali ... series theory and logarithm theory contributions of P. Mengoli and S. Pincherle ... and much more. Additionally, the book lists all the University of Bologna's mathematics professors-from 1860 to 1940-with precise indications of each course year by year. Including survey papers on combinatorics, complex analysis, and complex algebraic geometry inspired by Bologna's mathematicians and current advances, Geometry and Complex Variables illustrates the classic works and ideas in the field and their influence on today's research.

RESUMEN EXTENDIDO DE DE CERO A UNO (ZERO TO ONE) - BASADO EN EL LIBRO DE PETER THIEL ACERCA DEL LIBRO ORIGINAL Zero to One es una guía rápida y práctica que ayuda a que los lectores construyan un negocio exitoso y sostenible. Este libro fue escrito por uno de los empresarios más importantes de nuestro tiempo, quien, a través de sus experiencias personales,

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invita a los lectores a cambiar su forma de acercarse a los negocios, la tecnología y la construcción de nuevas empresas. CONTENIDO CAPÍTULO 01: ¿Cuál Es El Papel Del Presente Con Tu Futuro Progreso? CAPÍTULO 02: ¿Cómo Moldear El Futuro De Tu Startup? CAPÍTULO 03: ¿Por Qué Deberías Tratar De Crear Un Monopolio? CAPÍTULO 04: ¿Cuál Es Tu Ventaja Competitiva? CAPÍTULO 05: ¿Cuáles Son Las Claves Para Construir Una Empresa Rentable? CAPÍTULO 06: ¿Cuál Crees Que Es El Papel De Los Empleados En Una Startup? CAPÍTULO 07: ¿Estás Listo Para Vender? CAPÍTULO 08: ¿Cómo Describirías Al Fundador De Una Startup? ACERCA DE PETER THIEL Y BLAKE MASTERS: LOS AUTORES DEL LIBRO ORIGINAL Peter Thiel es un empresario, capitalista de riesgo y gestor de fondos. Actualmente, es sumamente conocido por ser uno de los cofundadores de PayPal, empresa de la que fue CEO. También fundó Palantir, la cual dirige hoy en día. Blake Masters, coautor de este libro, es empresario, abogado y cofundador de Judicata. ACERCA DE LIBROS MAESTROS LOS LIBROS SON MAESTROS. Pueden guiar lo que hacemos en nuestras vidas y cómo lo hacemos. Muchos de nosotros amamos los libros mientras los leemos y hasta resuenan con nosotros algunas semanas después, pero luego de 2 años no podemos recordar si lo hemos leído o no. Y eso no está bien. Recordamos que, en el momento, aquel libro significó mucho para nosotros. ¿Por qué es que tiempo después nos hemos olvidado de todo? Este resumen toma las ideas más importantes del libro original. A muchas personas no les gusta leer, solo quieren saber qué es lo que el libro dice que deben hacer. Si confías en el autor no necesitas de los argumentos. La gran parte de los libros son argumentos de sus ideas, pero muy a menudo no necesitamos argumentos si confiamos en la fuente. Podemos entender la idea de inmediato. Toda esta información está en libro original. Este resumen hace el esfuerzo de reducir las redundancias y convertirlas en instrucciones directo al grano para las personas que no tienen intención de leer el libro en su totalidad. Esta es la misión de LIBROS MAESTROS.

Sent to investigate a series of grisly murders in Racoon City, S.T.A.R.S Bravo Team scrambles into action. Following a helicopter crash, the team stumble across a gruesome sight: an overturned military transport truck riddled with corpses - and that's only the beginning of their nightmare. As evil grows around them, rookie member Rebecca Chambers wonders what she's gotten herself into.

Includes Atti della Giunta centrale di statistica, 1872-1880; Atti del Consiglio superiore di statistica, 1882-1939 and Atti della Commissione per la statistica giudiziaria e notarile, 1882/83-1908.

Fiction. Translated from the Italian by William Weaver. Luigi Pirandello's extraordinary final novel begins when Vitangelo Moscarda's wife remarks that Vitangelo's nose tilts to the right. This commonplace interaction spurs the novel's unemployed, wealthy narrator to examine himself, the way he perceives others,

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and the ways that others perceive him. At first he only notices small differences in how he sees himself and how others do; but his self-examination quickly becomes relentless, dizzying, leading to often darkly comic results as Vitangelo decides that he must demolish that version of himself that others see. Pirandello said of his 1926 novel that it "deals with the disintegration of the personality. It arrives at the most extreme conclusions, the farthest consequences." Indeed, its unnerving humor and existential dissection of modern identity find counterparts in Samuel Beckett's Molloy trilogy and the works of Thomas Bernhard and Vladimir Nabokov.

El próximo Bill Gates no diseñará un sistema operativo. Los próximos Larry Page o Sergey Brin no crearán un motor de búsqueda. Y el siguiente Mark Zuckerberg no inventará una red social. Si vas a copiar a estos chicos, es que no has aprendido de ellos. Hacer lo que ya sabemos lleva al mundo de 1 a n. Genera un progreso horizontal añadiendo más de lo mismo. Cada nueva creación, sin embargo, va de 0 a 1, es vertical e implica hacer algo que nadie ha hecho antes. Si coges una máquina de escribir y construyes cien, has hecho un progreso horizontal. Si coges una máquina de escribir y construyes un procesador de textos, has hecho un progreso vertical. Este libro trata de cómo llegar allí.

Lo psicologo contemporaneo deve fare i conti con sfide sempre maggiori e opportunità di studio e di ricerca usando nuove tecnologie fino a pochi anni fa impensabili. Elementi di Psicometria Computazionale, rappresenta un prezioso strumento per formare gli psicologi di domani, attenti al passato, orientati al futuro e con una corposa conoscenza del presente. In modo pratico e semplice il volume accompagna il lettore all'uso degli strumenti della misura in psicologia, alla luce delle più recenti tecnologie. Un percorso che parte dall'acquisizione dei dati con questionari elettronici, biosensori, social networks, realtà virtuale e altro, per proseguire con la gestione avanzata dei dati e chiudere con una prima introduzione ai modelli computazionali. Caratteristica importante del volume è il totale orientamento al mondo open source e la costante disponibilità di software gratuito per tutti gli strumenti utilizzati.

#1 NEW YORK TIMES BESTSELLER If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry

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Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

"You will not sleep until you are finished with AGENT ZERO. The author did a superb job creating a set of characters who are fully developed and very much enjoyable. The description of the action scenes transport us into a reality that is almost like sitting in a movie theater with surround sound and 3D (it would make an incredible Hollywood movie). I can hardly wait for the sequel." --Roberto Mattos, Books and Movie Reviews In this much-anticipated debut of an epic spy thriller series by #1 bestseller Jack Mars, readers are taken on an action thriller across Europe as presumed-CIA operative Kent Steele, hunted by terrorists, by the CIA, and by his own identity, must solve the mystery of who is after him, of the terrorists' pending target—and of the beautiful woman he keeps seeing in his mind. Kent Steele, 38, a brilliant professor of European History at Columbia University, lives a quiet life in a New York suburb with his two teenage daughters. All that changes when late one night he gets a knock on his door and is abducted by three terrorists—and finds himself flown across the ocean to be interrogated in a basement in Paris. They are convinced that Kent is the most lethal spy the CIA has ever known. He is convinced they have the wrong man. Do they? With a conspiracy around him, adversaries as smart as he is, and an assassin on his tail, the wild game of cat and mouse leads Kent on a perilous road—one that may lead back to Langley—and to a shocking discovery of his own identity. AGENT ZERO is an espionage thriller that will keep you turning pages late into the night. Book #2--TARGET ZERO--is also available! "One of the best thrillers I have read this year." --Books and Movie Reviews (re Any Means Necessary) Also available is Jack Mars' #1 bestselling LUKE STONE THRILLER series (7 books), which begins with Any Means Necessary (Book #1), a free download with over 800 five star reviews!

Phillippe è un uomo vincente sotto ogni aspetto della vita. Niente altro può sperare per essere felice fino a quando qualcosa di terribile accade. La nuova situazione provoca una grande rivolta nel tuo mondo. Perso, si incontra per caso al solo pensiero di un giovanotto innocente. le sue parole sono così confortanti ed ottimistiche che aprono una nuova prospettiva tra tanto dolore. Allora viene lanciata la seguente sfida: Potrebbe capire la volontà di Dio e come conseguenza decifrare il tuo codice? PUBLISHER: TEKTIME

Cómo inventar el futuro de CERO a UNO. El próximo Bill Gates no diseñará un sistema operativo. Los próximos Larry Page o Sergey Brin no crearán un motor de búsqueda. Y el siguiente Mark Zuckerberg no inventará una red social. Si vas a copiar a estos chicos, es que no has aprendido de ellos. Hacer lo que ya sabemos lleva al mundo de 1 a n. Genera un progreso horizontal añadiendo más

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de lo mismo. Cada nueva creación, sin embargo, va de 0 a 1, es vertical e implica hacer algo que nadie ha hecho antes. Si coges una máquina de escribir y construyes cien, has hecho un progreso horizontal. Si coges una máquina de escribir y construyes un procesador de textos, has hecho un progreso vertical. Este libro trata de cómo llegar allí.

On Political Economy and Econometrics: Essays in Honor of Oskar Lange is a commemorative publication to celebrate the achievements of Polish economist and diplomat Oscar Lange. The book is a collection of papers that tackles various issues in economy. The coverage of the text includes articles that deal with economic problems and concerns, such as the problem of monetary liquidity; research on the measures of inequality and concentration; and consumer's sovereignty in a planned economy. The book also presents materials about various methods employed in managing economy, such as stochastic linear programming and its application to economic planning; the application of statistical and mathematical methods in studies of the allocation of productive powers; and on the control of production and investment in socialism. The text will be of great interest to economists, sociologists, political scientists, and game theorists.

OGGI IN ITALIA is an introductory Italian program featuring a balanced four-skills approach to language learning. OGGI includes various perspectives of Italian culture, ranging from its rich, historical legacy, to current changes affecting the country and culture. This allows students to practice the basics of the language and develop oral communication skills in a variety of contexts while learning about contemporary Italian life and culture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

#1 Italian bestseller “Witty and wry . . . It’s hard not to be charmed.” — New York Times Book Review “One of the most influential thinkers of our time.” — Los Angeles Times 1945, Lake Como. Mussolini and his mistress are captured and shot by local partisans. The precise circumstances of Il Duce’s death remain controversial. 1992, Milan. Colonna, a depressed hack writer, is offered a fee he can’t resist to ghostwrite a book. His subject: a fledgling newspaper, which happens to be financed by a powerful media magnate. As Colonna gets to know the team, he learns of the editor’s paranoid theory that Mussolini’s corpse was a body double and part of a wider Fascist plot. It’s the scoop the newspaper desperately needs. The evidence? He’s working on it. It’s all there: media hoaxes, Mafiosi, the CIA, the Pentagon, blackmail, love, gossip, and murder. A clash of forces that have shaped Italy since World War II — from Mussolini to Berlusconi. “Farcical, serious, satiric, and tragic” (Le Point, France), *Numero Zero* is the work of a master storyteller. UMBERTO ECO (1932–2016) was the author of numerous essay collections and seven novels, including *The Name of the Rose*, *The Prague Cemetery*, and *Inventing the Enemy*. He received Italy’s highest literary award, the Premio Strega, was named a Chevalier de la Légion

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d'Honneur by the French government, and was an honorary member of the American Academy of Arts and Letters

Da zero a uno. I segreti delle startup, ovvero come si costruisce il futuro
Zero to One
Notes on Startups, or How to Build the Future
Currency

This ultimate guide for tech makers covers everything from hand tools to robots plus essential techniques for completing almost any DIY project. Makers, get ready: This is your must-have guide to taking your DIY projects to the next level. Legendary fabricator and alternative engineer Chris Hockett teams up with the editors of Popular Science to offer detailed instruction on everything from basic wood- and metalworking skills to 3D printing and laser-cutting wizardry. Hockett also explains the entrepreneurial and crowd-sourcing tactics needed to transform your back-of-the-envelope idea into a gleaming finished product. In *The Big Book of Maker Skills*, readers learn tried-and-true techniques from the shop classes of yore—how to use a metal lathe, or pick the perfect drill bit or saw—and get introduced to a whole new world of modern manufacturing technologies, like using CAD software, printing circuits, and more. Step-by-step illustrations, helpful diagrams, and exceptional photography make this book an easy-to-follow guide to getting your project done.

#1 NEW YORK TIMES, WALL STREET JOURNAL, AND BOSTON GLOBE BESTSELLER • One of the most acclaimed books of our time: an unforgettable memoir about a young woman who, kept out of school, leaves her survivalist family and goes on to earn a PhD from Cambridge University “Extraordinary . . . an act of courage and self-invention.”—The New York Times NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW • ONE OF PRESIDENT BARACK OBAMA’S FAVORITE BOOKS OF THE YEAR • BILL GATES’S HOLIDAY READING LIST • FINALIST: National Book Critics Circle’s Award In Autobiography and John Leonard Prize For Best First Book • PEN/Jean Stein Book Award • Los Angeles Times Book Prize Born to survivalists in the mountains of Idaho, Tara Westover was seventeen the first time she set foot in a classroom. Her family was so isolated from mainstream society that there was no one to ensure the children received an education, and no one to intervene when one of Tara’s older brothers became violent. When another brother got himself into college, Tara decided to try a new kind of life. Her quest for knowledge transformed her, taking her over oceans and across continents, to Harvard and to Cambridge University. Only then would she wonder if she’d traveled too far, if there was still a way home. “Beautiful and propulsive . . . Despite the singularity of [Westover’s] childhood, the questions her book poses are universal: How much of ourselves should we give to those we love? And how much must we betray them to grow up?”—Vogue NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • O: The Oprah Magazine • Time • NPR • Good Morning America • San Francisco Chronicle • The Guardian • The Economist • Financial Times • Newsday • New York Post • theSkimm • Refinery29 • Bloomberg • Self • Real Simple • Town & Country •

Bustle • Paste • Publishers Weekly • Library Journal • LibraryReads • Book Riot
• Pamela Paul, KQED • New York Public Library

THE HEART OF A HERMIT In order to restore the heart of the Shining Star Hermit, Shiki and his friends have visited the virtual planet of Digitalis. The once thriving digital landscape is now at the mercy of the mass murderer Jamilov, and death in this fictional space leads to death in the real world. To make matters worse, there may be a spy among our heroes' ranks. Can Shiki and his crew defeat Jamilov and get Hermit safely back to the EDENS ZERO?

A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic, controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics A New York Times Book Review Editors' Choice "Max Chafkin's *The Contrarian* is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It's also a disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America's relentless engine of creative destruction."—Brad Stone, author of *The Everything Store* and *Amazon Unbound* Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. *The Contrarian* illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, *The Contrarian* is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry whose explosive growth and power is both thrilling and fraught with controversy.

Subaru Natsuki was just trying to get to the convenience store but wound up summoned to another world. He encounters the usual things--life-threatening situations, silver haired beauties, cat fairies--you know, normal stuff. All that would be bad enough, but he's also gained the most inconvenient magical ability of all--time travel, but he's got to die to use it. How do you repay someone who saved your life when all you can do is die?

Vuoi imparare lo spagnolo più velocemente? Un buon modo è iniziare con le

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parole spagnole più comuni, le parole che si usano maggiormente nelle conversazioni. Perché? Perché studiare le parole più usate in una lingua ti renderà familiare con gran parte del suo vocabolario. E tra queste parole, la cosa migliore è iniziare imparando i primi 100 verbi spagnoli più comuni (spagnolo grammatica). Come? Per aiutarti, questo libro ti mostra quelle parole di spagnolo essenziali nel loro contesto. Per ognuno dei 100 verbi spagnoli più comuni, puoi trovare: - Il verbo spagnolo elementari - La parola corrispondente nella tua lingua (dizionario spagnolo italiano) - Una frase di esempio in spagnolo che mostra come viene usato il verbo per spagnolo assimil - La frase di esempio corrispondente nella tua lingua In questo modo, ottieni: - Traduzione - Testo bilingue - Frasi di esempio tutto nell'unico libro dei vocabolario spagnolo italiano dei verbi, organizzato dalla A alla Z. Con tutte le parole e le frasi in testo bilingue, avrai tutto l'aiuto necessario per capire e memorizzare sempre più parole in spagnolo vocabolario! Iniziamo ad imparare lo spagnolo facile?

Zero to One: A Complete Summary Zero to One is a book by Peter Thiel, co-founder of Pay-Pal. It presents a collection of advice and hints for startup companies. This book, before it was even transformed into a book, was a collection of lessons and lectures. Back in 2012 Thiel decided that he could gather together all of his lessons, advice and other useful information into one book, which became Zero to One. What is it all about? Why write a book that is just a collection of advice? Peter Thiel, together with several other 'nerds,' decided to found Pay-Pal back in late nineties. As we see that today, that decision was definitely a good one. Thiel, along with his fellow co-founders, is now a multi-millionaire. With such clear evidence of his business success, Thiel decided that it would be a great idea for him to share the many things that he has learned from years of experience in running a business. The result was this book. Zero to One, in addition to being a collection of experience and advice, is also a great source of help for anyone who has recently started or wants to start their own business. Fun, educational, and information-rich, it is a book worth reading and studying. Here Is A Preview Of What You Will Get:- A summarized version of the book.- You will find the book analyzed to further strengthen your knowledge.- Fun multiple choice quizzes, along with answers to help you learn about the book. Get a copy, and learn everything about Zero to One.

"Non andrai a dormire finché non avrai finito di leggere i libri dell'AGENTE ZERO. I personaggi, magistralmente sviluppati e molto divertenti, sono il punto di forza di questo lavoro superbo. La descrizione delle scene d'azione ci trasporta nella loro realtà; sembrerà di essere seduti in un cinema 3D dotato dei migliori simulatori di realtà virtuale (sarebbe un incredibile film di Hollywood). Non vedo l'ora che venga pubblicato il seguito". --Roberto Mattos, Books and Movie Reviews ZERO ZERO è il libro n. 11 della serie di best seller dedicata all'Agente Zero, che inizia con AGENTE ZERO (libro n. 1), un libro a download gratuito, con quasi 300 recensioni a cinque stelle. Quando l'Agente Zero si reca dal suo medico in Svizzera, nella speranza di migliorare la sua salute in costante

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peggioramento, va incontro ad una sorpresa scioccante: l'incontro con un altro agente a cui è stato effettuato un impianto di memoria, proprio come è successo a lui. E, proprio come lui, questo agente ha terribili abilità e una missione singolare: uccidere l'Agente Zero. L'Agente Zero incontra così il suo alter-ego, una versione più oscura di sé stesso. Chi è? Per chi lavora? Chi gli ha impiantato il chip? Quali segreti nasconde sul passato di Zero? E perché vuole vedere morto Zero? ZERO ZERO (Libro #11) è un thriller di spionaggio che ti terrà attaccato alle sue pagine fino a notte fonda. "Un thriller fantastico". --Midwest Book Review "Uno dei migliori thriller che ho letto quest'anno". - Recensioni di Libri e Film È disponibile anche la serie di THRILLER LUKE STONE di Jack Mars (7 libri), che inizia con A ogni costo (Book #1), download gratuito con oltre 800 recensioni a cinque stelle!

Summary How can artificial intelligence transform your business? In Zero to AI, you'll explore a variety of practical AI applications you can use to improve customer experiences, optimize marketing, help you cut costs, and more. In this engaging guide written for business leaders and technology pros alike, authors and AI experts Nicolò Valigi and Gianluca Mauro use fascinating projects, hands-on activities, and real-world explanations to make it clear how your business can benefit from AI. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology There's no doubt that artificial intelligence has made some impressive headlines recently, from besting chess and Go grand masters to producing uncanny deep fakes that blur the lines of reality. But what can AI do for you? If you want to understand how AI will impact your business before you invest your time and money, this book is for you. About the book Zero to AI uses clear examples and jargon-free explanations to show the practical benefits of AI. Each chapter explores a real-world case study demonstrating how companies like Google and Netflix use AI to shape their industries. You begin at the beginning, with a primer on core AI concepts and realistic business outcomes. To help you prepare for the transition, the book breaks down a successful AI implementation, including advice on hiring the right team and making decisions about resources, risks, and costs. What's inside Identifying where AI can help your organization Designing an AI strategy Evaluating project scope and business impact Using AI to boost conversion rates, curate content, and analyze feedback Understanding how modern AI works and what it can/can't do About the reader For anyone who wants to gain an understanding of practical artificial intelligence and learn how to design and develop projects with high business impact. About the author Gianluca Mauro and Nicolò Valigi are the cofounders of AI Academy, a company specializing in AI trainings and consulting. Table of Contents: 1. An introduction to artificial intelligence PART 1 - UNDERSTANDING AI 2. Artificial intelligence for core business data 3. AI for sales and marketing 4. AI for media 5. AI for natural language 6. AI for content curation and community building PART 2 - BUILDING AI 7. Ready—finding AI opportunities 8. Set—preparing data, technology, and

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people 9. Go—AI implementation strategy 10. What lies ahead

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