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Preview:

AI in Business: Creating Value Responsibly

2026 Release

Patrick Johanns, James Chaffee and Jackie Rees Ulmer

Available for Fall 2026 Adoptions!

As artificial intelligence (AI) reshapes industries, equipping students with the knowledge to effectively understand and leverage its potential is crucial for promoting career readiness. Introducing *AI in Business*, a vital resource for navigating the evolving role of AI in modern business. This product examines the transformative effects of AI in diverse business contexts and translates historically technical concepts into nontechnical, approachable content, with a strong emphasis on ethics and sustainability throughout. *AI in Business* includes over 20 real-world case studies, ranging from Amazon's hiring practices to UPS's logistics, offering practical insights and critical analysis skill-building opportunities for students to be successful in today's dynamic business environment.

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