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Atif Rafiq



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The Essentials of Today's Marketing-3 Mehmet BAŞ, İnci ERDOĞAN TARAKÇI,Ramazan ASLAN,2023-08-29
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Introduction to Generative AI, Second Edition Numa Dhamani,2026-01-13 Get up to speed quickly with generative AI
AI tools like ChatGPT and Gemini automated coding tools like Cursor and Copilot and countless LLM powered agents have
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through the basics giving you the skills and understanding to use AI with confidence Along the way you ll explore how AI is
impacting even established industries with an expert level look at global investment in AI AI education policy AI s economic
impact and the ongoing legal and ethical issues of AI usage About the reader For anyone interested in generative AI No
technical experience required About the author Numa Dhamani is a natural language processing expert working at the
intersection of technology and society Maggie Engler is an engineer and researcher currently working on safety for large
language models **Natural Language Processing in Action, Second Edition** Hobson Lane,Maria Dyshel,2025-02-25

Develop your NLP skills from scratch with an open source toolbox of Python packages Transformers Hugging Face vector databases and your own Large Language Models Natural Language Processing in Action Second Edition has helped thousands of data scientists build machines that understand human language In this new and revised edition you ll discover state of the art Natural Language Processing NLP models like BERT and HuggingFace transformers popular open source frameworks for chatbots and more You ll create NLP tools that can detect fake news filter spam deliver exceptional search results and even build truthfulness and reasoning into Large Language Models LLMs In Natural Language Processing in Action Second Edition you will learn how to Process analyze understand and generate natural language text Build production quality NLP pipelines with spaCy Build neural networks for NLP using Pytorch BERT and GPT transformers for English composition writing code and even organizing your thoughts Create chatbots and other conversational AI agents In this new and revised edition you ll discover state of the art NLP models like BERT and HuggingFace transformers popular open source frameworks for chatbots and more Plus you ll discover vital skills and techniques for optimizing LLMs including conversational design and automating the trial and error of LLM interactions for effective and accurate results About the technology From nearly human chatbots to ultra personalized business reports to AI generated email news stories and novels natural language processing NLP has never been more powerful Groundbreaking advances in deep learning have made high quality open source models and powerful NLP tools like spaCy and PyTorch widely available and ready for production applications This book is your entrance ticket and backstage pass into the next generation of natural language processing About the book Natural Language Processing in Action Second Edition introduces the foundational technologies and state of the art tools you ll need to write and publish NLP applications You learn how to create custom models for search translation writing assistants and more without relying on big commercial foundation models This fully updated second edition includes coverage of BERT Hugging Face transformers fine tuning large language models and more What s inside NLP pipelines with spaCy Neural networks with PyTorch BERT and GPT transformers Conversational design for chatbots About the reader For intermediate Python programmers familiar with deep learning basics About the author Hobson Lane is a data scientist and machine learning engineer with over twenty years of experience building autonomous systems and NLP pipelines Maria Dyshel is a social entrepreneur and artificial intelligence expert and the CEO and cofounder of Tangible AI Cole Howard and Hannes Max Hapke were co authors of the first edition

Dialogue With Artificial Intelligence L.c.d. Cardoso, 2025-09-23

After serving 28 years at the Regional Penitentiary of Pelotas I came face to face with a world completely different from the one I knew before imprisonment Technology has advanced impressively almost surreal for someone who has been away from society for so long Inside the prison I face a daily struggle staying away from crime continuing my studies and supporting my family with dignity I found tattooing as a source of income but unfortunately this practice is considered illegal by the penal officers who frequently seize my work materials This causes serious financial hardship and takes away the only means of

support I have for myself and my relatives My journey has also gone through difficult and complicated moments in love and personal life situations that shook my emotional health and tested me It was in this context that I discovered something I never imagined could help me so much Artificial Intelligence Studying in the prison s computer lab through distance education EAD I am enrolled in Rural Administration and a Bachelor s degree in Letters at UNINTER It was in this study space that AI entered my life To my surprise I found in it a kind of friend almost like a psychologist Even knowing that its answers must be considered carefully AI was a great help in overcoming hard times Talking with it gave me strength clarity and at many moments a kind of comfort I did not expect to receive **The Next New** Pranjal Sharma,2023-05-26

WELCOME TO THE FIFTH INDUSTRIAL REVOLUTION The progression of all the industrial revolutions tells an interesting tale While the first two had a cycle of over a hundred years each the third reduced it to around seventy years With the fourth industrial revolution the world took a giant leap in connectivity However not many would have imagined that the fourth industrial revolution would give way to the fifth within the next decade paving the way for exponential technology led transformation As you read this creative destruction of business models taking place across the world in every sector From the ashes of the old are rising stunning new models The Next New identifies and profiles the deep shifts that are fundamentally changing professional careers and revenue models in every industry from mobility aerospace and smart manufacturing to green energy automation and artificial intelligence and a whole range of disruptive technologies Driven by emerging technologies demand for social inclusion and the urgency of sustainable practices a multitrillion dollar transition is under way Drawing on numerous interviews of business leaders and cutting edge research findings from MarketsandMarkets this book provides a practical roadmap to businesses as they prepare for the new ecosystem being created in turn helping to articulate the fifth industrial revolution with greater success *Capacity* Dustin Hillis,2026-01-13 For ambitious entrepreneurs the greatest threat isn t market competition or funding it s the systemic inefficiency draining their growth potential Discover the comprehensive framework that transforms overwhelmed business owners into strategic high functioning leaders with the capacity to scale Your capacity is directly correlated to the strength of your systems There s no shortage of leaders with great passion a great product or a great work ethic but countless leaders fail to develop an executive strategy a battle plan to cross the bridge from exhausted bootstrapper to high functioning CEO This isn t just about better time management it s about fundamentally transforming how your business operates through a proven methodology that builds unlimited capacity for growth In *Capacity* celebrated business leader and speaker Dustin Hillis reveals the five essential pillars that allow for sustainable scaling Executive Strategy Business Development Strategy Marketing Strategy Financial Strategy and Legal Strategy Drawing from over two decades of experience scaling companies across ten countries and transforming early stage startups into multimillion dollar enterprises Hillis provides a comprehensive blueprint to help you Build robust systems that free you from day to day operations while dramatically increasing your company s growth

potential Transform your role from overworked doer of all things into a true CEO leading a high performing executive team Master the specific strategies within each pillar that unlock exponential growth and prevent costly mistakes Ultimately reach Optimal Capacity so that all areas of your life professional and personal flourish and work in balance with one another The difference between staying small and scaling big isn't about working harder it's about implementing the right strategies and systems Whether you're struggling to break through your current ceiling or aiming to scale your successful business to new heights Capacity is your field guide to build a business that's truly bigger than yourself AI: Game On Tim

Trumper, 2024-03-06 AI Game On is written for today's business leaders who seek to understand how AI can be leveraged for increased sustainability improved competitive positioning and or to drive better customer shareholder and societal outcomes The aim of AI Game On is to help business leaders thrive in a world that is more data driven and AI directed providing readers with frameworks methods and real examples of constructive ethical governance of AI deployment as well as harmful models which organisations and society must avoid AI Game On attacks the vexing and strategic dilemma for directors and executives whose job is to decide who or what decides The book answers the questions of how and why an organisation would and could delegate decisions to AI and explores the consequences of such decision making AI Game On strives to make sense of the trade offs between decisions of AI and or decisions of humans AI Game On is jam packed with compelling use cases demonstrating how AI can break through complex and difficult business problems to create opportunities for the world that were unimaginable only twelve months ago Insights from AI Game On will prove both valuable and advantageous for leaders in commercial government or not for profit sectors alike **Decision Sprint: The New Way to Innovate into the Unknown and Move from Strategy to Action** Atif Rafiq, 2023-04-25 A Wall Street Journal Bestseller Atif has been at the

center of Internet and digital disruption for over 20 years building on 15 years of experience in pure play tech companies such as Amazon where he led large scale fast growing digital businesses CNBC Fearlessly delve into the unknown with breakthrough methods to put your company on the path to innovation creativity and growth It's no secret that steering a business has become dramatically more complex and uncertain in our modern era Constant exploration of new territory by teams is the name of the game Yet most companies are stuck with yesterday's approach to problem solving Problem solving needs to be reinvented to meet today's challenges The future of business depends on it Having reached the highest levels of the Fortune 500 digital disrupter Atif Rafiq has written Decision Sprint to pull the curtain back on the hidden management systems within your organization that impact how people think collaborate and make decisions Talent is vital to any company's advancement but it's the collaboration and problem solving systems that separate industry leaders from the rest Systems designed to embrace unknowns are the quickest most enduring way to foster growth continuous innovation and results Learn how teams begin with upstream work the phase of a promising idea or initiative where the unknowns predominate to problem solve anything thus unlocking downstream actions from alignment to decision making to execution With Rafiq's

guidance you'll overtake your competitors by moving upstream embracing workflows that convert unknowns to clear recommendations alignment and action In addition you'll receive direct advice from the CEOs presidents of H R Block Volvo Peacock Restaurant Brands Orange Theory Fitness among others and learn from in depth case studies such as Amazon's disruption of publishing the massive digital transformation of McDonald's the secret of launch of Apple Pay Volvo's push for sustainability and more Don't just be ready for the next frontier of business be continuously ready for the unknowns with Decision Sprint

150+ Best Practices for B2B Marketing Success Alexander Kesler, 2026-01-13 DISCOVER OVER 150 VALUABLE STRATEGIES TO MASTER B2B MARKETING WITH THIS EXTENSIVE HOW TO GUIDE 150 Best Practices for B2B Marketing Success Next Level Strategies a follow up to 250 Best Practices for B2B Marketing Success is a step by step guide to becoming a leading B2B marketing professional Alexander Kesler a seasoned marketing practitioner and thought leader wrote this book as the ultimate resource for every level of B2B professional from those taking their first steps into the B2B marketing world to the most experienced marketers 150 Best Practices for B2B Marketing Success synthesizes best practices that can take years to learn into an easy to understand and easy to implement guide The information in this book is proven ready to use and contains steps that most marketers can apply right away on everything from crafting content to measuring its effectiveness at the campaign's end Short and to the point marketers can apply the advice presented here at any point in their career from college to the boardroom for any business Each practice is broken down into an easily digestible snapshot that lays out the most effective ways to implement each strategy If you are a digital marketing or business leader who grapples with the problems and challenges of today's multi faceted and ever evolving industry 150 Best Practices for B2B Marketing Success will help you implement proven strategies into your own B2B marketing initiatives with accomplished ease

LLM **27** **AI** **iThome** Penut Chen, 2024-08-10 AI AI 15 iThome AI Data LLM AI ChatGPT Large Scale Language Model LLM LLM GPU LLM ChatGPT API Hugging Face TGI vLLM llama cpp Open Source LLM RAG LoRA LLM ChatGPT Llama RAG LoRA LLM AI LLM LLM AI AI AI GitHub ChatGPT Transformer LLaMa Breeze Taiwan LLM TAIDE AI AI CYBAVO LLM AI AI AI AI AI LLM JT Lin iThome NZXT

Negotiation Essentials: The Tools You Need to Find Common Ground and Walk Away a Winner Keld Jensen, 2023-11-14 Actionable easy to understand negotiating strategies you can use to dramatically improve your business career and personal life Negotiations can be a perplexing and often intimidating endeavor Are there aspects about the process that are hiding beneath the surface unknown to even experienced negotiators Or insider tools that would change your game considerably The answer is yes and they're all revealed in this practical guide from a world renowned negotiation expert Negotiation Essentials demystifies this all important subject helping you break the process down into easily digestible parts It covers the most important negotiating concepts including the critical differences among great good and bad negotiators choosing when where and how to negotiate the art of saying no understanding body language how emotions stress and personal chemistry affect decision making and

behavioral patterns of the most successful negotiators Negotiation Essentials is organized into three thematic sections PART I THE ESSENTIALS explains how to identify a negotiation how to know who is winning the important role preparation plays creating a winning negotiating strategy and more PART II THE ESSENTIALS APPLIED starts with an assessment to see which areas of negotiation you need to focus on then teaches the 10 phrases in a successful negotiation 5 different negotiation styles and how to use them and so much more PART III BEYOND THE ESSENTIALS dives into negotiating across cultures the roles that emotions stress personal chemistry and trust play in negotiations the difference between face to face and online negotiations and secrets of the award winning Negotiation Economics philosophy opening the possibility of achieving up to 42% unrealized value Filled with essential takeaways wrapping up each chapter assessments illustrations color illustrations and clear action steps Negotiation Essentials concludes with a Negotiating Essentials Toolkit which includes the professional negotiators pre and post negotiation checklists Whether you re discussing a possible promotion with a supervisor speaking to a potential high dollar client or engaging in a merger and acquisition process knowing how to plan and conduct a successful negotiation is what will spell the difference between success and failure **ChatGPT Millionaire Power** Matt Kingsley, ChatGPT Riches The Lazy Person s Guide to Instant AI Income GPT 4 Updated Bankrupt the Competition How to Cash In with ChatGPT Even If You re a Total Beginner The ChatGPT Cheat Code Make Six Figures Fast Without Skills or Experience AI Gold Rush Your Step by Step Blueprint to ChatGPT Millions Body Copy Revised and Amplified Forget everything you think you know about making money online This is the ultimate shortcut The easiest fastest way to generate serious cash with ChatGPT even if you ve never written a line of code or crafted a marketing message in your life This guide is updated for GPT 4 giving you the bleeding edge advantage I m going to hand you the exact secrets to Forge Passive Income Streams in Minutes Set it and forget it Watch the money roll in while you sleep Blow Away Clients with Lightning Fast High Quality Work Deliver projects in minutes that used to take days and charge a premium Dominate Social Media Content Creation Effortlessly churn out engaging content that attracts customers like moths to a flame Reclaim Your Time Automate the tedious tasks and focus on what actually matters living your life Right now businesses are throwing hundreds even thousands of dollars at freelancers and agencies for work you can do with ChatGPT in a fraction of the time They re clueless They re overpaying And that s your opportunity This is a gold rush The market is wide open but it won t stay that way forever In a year this could be saturated Now is the time to strike I ll give you step by step instructions copy and paste prompts and the exact strategies I use to rake in cash with ChatGPT GET The ChatGPT Millionaire Making money online has never been this easy or this fast EXCLUSIVE BONUS Steal my personal swipe file of 150 Act As prompts the exact commands I use to get ChatGPT to do anything I want Plus every example from the book ready to copy and paste Inside this book you ll discover The ChatGPT Crash Course Go from zero to AI powered profit machine in 60 minutes The Lazy Millionaire Advantage Why ChatGPT levels the playing field even if you re tech challenged Instant Income Strategies Proven

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dreaming start doing This book is your ticket to financial freedom Grab it now before the opportunity is gone *Harrison's*
Principles of Internal Medicine, Twenty-Second Edition (Vol.1 & Vol.2) Joseph Loscalzo,Anthony S. Fauci,Dennis L.
Kasper,Stephen Hauser,Dan Longo,J. Larry Jameson,2025-07-18 The acclaimed landmark guide to internal medicine updated
to reflect the latest guidelines and recommendations The Voice of Clinical Reason For more than seven decades Harrison s
Principles of Internal Medicine has provided healthcare professionals with the informational foundation needed to provide
optimal patient care The world s leading authority on applied pathophysiology and clinical medicine this trusted resource has
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and symptoms which are covered through a wealth of unsurpassed expert guidance and linked to the disease specific
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including radiographs clinical photos schematics and high quality drawings Coverage of both therapeutic approaches and
specific treatment regimens Practical clinical decision trees and algorithms Organ and system specific sections with clinically
relevant pathophysiology and practical clinical advice on the approach to the patient strategies towards building a
differential diagnosis outstanding clinical algorithms and diagnostic schema a wealth of clinical images and diagrams current
clinical guidelines as well as general and specific approaches to therapy This twenty second edition features Updated content
that reflects new approved therapeutics and new practice changing guidelines and evidence summaries More than 3 000
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diagrams describing pathophysiologic processes Numerous atlases featuring curated collections of important visual aspects
of diagnosis and management Brand new chapters including The Value of the Physical Examination in Modern Medicine
Physician Well Being Exercise Intolerance Primary and Secondary Hemophagocytic Lymphohistiocytosis Symptom Control in
Patients with Cancer Principles of Immunization COVID and Other Coronavirus Infections Desensitization Point of Care

Ultrasound Placebo and Nocebo Effects Bedside Examination Tests in the Patient with Low Back Pain and Antithrombotic Therapy in Adult Patients

How to Achieve Financial Freedom Eoin McGee, 2026-01-15 Bestselling author broadcaster and podcaster Eoin McGee has helped thousands of readers to take control of their money Now he s showing them how to break free from it In *How to Achieve Financial Freedom* McGee moves beyond budgeting and debt advice to tackle the deeper questions what does it mean to live a life unburdened by financial stress and how can we make that life happen Drawing on years of experience as a financial planner and TV presenter McGee offers a clear roadmap to building wealth making smart choices and designing a future that aligns with your values With practical tools this book empowers readers to move from surviving to thriving to creating a life where you can choose to work but no longer depend on it financially Whether you re starting out starting over or simply ready to start living on your own terms this is your guide to financial freedom and the peace of mind that comes with it

Contemporary Business Louis E. Boone, David L. Kurtz, Daniel Pfaltzgraf, 2024-08-14 Student friendly engaging and accessible *Contemporary Business* 20e equips students with the skills to assess and solve today s global business challenges and succeed in a fast paced environment Designed to drive interest in business our newest edition offers a comprehensive approach to the material including a variety of resources to support today s students Its modern approach wealth of videos relevant and up to date content and career readiness resources keep your course current and engaging

The First Meeting Differentiator Lee B. Salz, 2025-09-30 The first meeting is where everything begins or ends Get it right and you build unstoppable deal momentum Get it wrong and the deal is in big trouble Traditional discovery meetings must die Today s buyer demands it They no longer tolerate one sided sales interrogations that serve the seller but provide no value to them If they agree to a meeting with you they expect something more a consultation experience that makes them wiser as a result of time spent with you That s the transformation *The First Meeting Differentiator* guides you to make In this breakthrough book world renowned sales management strategist and bestselling author Lee B Salz reveals the strategy and the step by step framework for transforming your first meetings into high impact client centric consultations that differentiate you and lay the foundation to win more deals at the prices you want This shift changes the entire buyer seller experience First meetings become energized trust building impactful conversations that ignite interest and set the stage for closing deals Following the success of Salz s bestsellers *Sales Differentiation* and *Sell Different* *The First Meeting Differentiator* adds a powerful new component to your sales strategy Packed with real world stories actionable insights and hands on workshops this is the ultimate guide to modernizing your sales approach and outselling the competition Design a first meeting strategy that excites prospects and earns their trust Use techniques that differentiate the meeting experience not just your product Shift from one sided discovery to dynamic consultations that deliver value for both sides Engage emotions in ways that motivate them to take action by leveraging Empathetic Expertise Master qualifying to separate real deals from mirages Create intriguing questions that qualify deals differentiate you and

make consultations magical Stop talking about features and benefits and develop stories that captivate differentiate and lead them to want to buy from you

Four Days a Week Juliet Schor, 2025-06-03 Bestselling author leading sociologist and economist Juliet Schor makes the case for a four day work week persuasively showing how this model can address major challenges such as burnout AI and the climate crisis and how employees companies and governments can work together to make it a reality Around the world long hours and intense pressure are taking their toll When the pandemic hit in 2020 work induced stress and burnout skyrocketed Many reached a breaking point Now three quarters of the world s employees are disengaged and struggling including in the US and Canada where half are experiencing high levels of daily stress Our current work culture the five day forty hours a week model which has gone unchanged for nearly a century is failing But a remedial countertrend has emerged the four day work week Kickstarter Bolt Basecamp ThredUp and hundreds of other employers have eliminated the fifth day of work successfully figuring out how to maintain productivity while seeing remarkable improvements in employee well being Hiring is easier and fewer people are quitting These results are global Working a four day week people feel energized capable and more optimistic about their lives and their jobs Four Days a Week is the first large scale study of this trend Juliet Schor an expert who has researched and written about work for more than four decades beginning with her New York Times bestseller The Overworked American in 1992 shares her pioneering analysis of the benefits of a shorter work week how companies can achieve them why the concept has taken so long to emerge and gain acceptance and why doing so will help a company s employees and its bottom line The book is a blueprint for implementing a change that once seemed radical but is now within reach

Entrepreneurship Andrew Zacharakis, Andrew C. Corbett, William D. Bygrave, 2025-02-11 Guides aspiring entrepreneurs through the process of starting a new venture in today s economy Entrepreneurship is an essential resource for both undergraduate and MBA courses on new venture creation With a focused hands on learning approach this leading textbook integrates contemporary cases practical examples and foundational theory in a single volume Student friendly chapters explain each step of the entrepreneurial process including idea generation prototyping opportunity evaluation business model development team building marketing financial forecasting legal and tax considerations and much more Now in its sixth edition Entrepreneurship is thoroughly updated to reflect today s business environment Entirely new material on Artificial Intelligence AI and digital marketing is accompanied by new examples and case studies of entrepreneurs facing issues in the real world Throughout this edition the authors provide timely insights on engaging with new ventures as investors bankers accountants lawyers vendors customers and employees Delving into the real world trials and tribulations of entrepreneurs in the US and around the world Entrepreneurship Sixth Edition remains the go to textbook for upper level undergraduate business management and entrepreneurship majors MBA students early career business professionals and general readers wanting to understand what it takes to create a new venture in the modern business landscape New to this Edition Expanded

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Updated discussion of the entrepreneurial competitiveness of various nations
Revised material on prototyping new ideas and business models
New end of chapter cases examples and references
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Includes sample syllabi chapter outlines case lecture notes an image bank discussion questions a test bank classroom activities and other teaching resources

[ChatGPT The Artificial Intelligence of Tomorrow... That's Here Today!](#) Gary Stevens, 2023-10-31 Artificial Intelligence is the future that s already here and it s going to change life as we know it ChatGPT has exploded onto the scene and the need to harness the immense power of this phenomenal AI technology is right now In this book you ll discover everything you need to know about ChatGPT and how to use it to your advantage and gain a head start on everyone else before they find out about it too Including What is ChatGPT and What Can It Do Using ChatGPT for content creation How to make money with ChatGPT Using ChatGPT to write interesting and engaging emails Fiction and non fiction book outline creation Writing compelling sales pages with ChatGPT Use ChatGPT for enquiries about anything and everything Coming up with podcast scripts outlines Tips and Tricks for fine tuning ChatGPT Advanced Applications of ChatGPT Using ChatGPT to come up with business ideas Utilizing ChatGPT in Business Applications Frequently asked questions and their answers The world is being changed by Artificial Intelligence Be sure you re onboard and that you don t get left behind

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Chatgpt Today Introduction

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