NEW BOOK

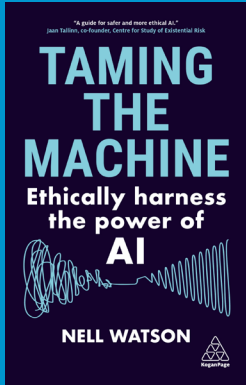## WILL AI BE YOUR DREAM ASSISTANT... OR THE NIGHTMARE BOSS YOU DIDN'T ASK FOR?

Leading AI-ethics expert reveals how to create the future safely by *Taming the Machine*

"A guide for safer and more ethical A.I."
Jaan Tallinn, co-founder, Centre for Study of Existential Risk

TAMING THE MACHINE
Ethically harness the power of AI

NELL WATSON

KoganPage

WHY THIS BOOK MATTERS

- Tech leaders, including Elon Musk, are predicting 'superhuman' artificial intelligence could soon exist

- AI is already impacting people and organisations – from the Post Office Horizon scandal to celebrity deep fake videos – so governments are now working together to regulate its use and development

- *Taming the Machine* is an accessible guide to help demystify the mechanisms behind AI, clarify the risks and opportunities how these technologies are developing, how they can be ethically used and what the future may hold

- The book introduces intriguing ideas such as algorithmic management, agentic AI, AI addiction, AI-enabled demoralization attacks

- Written by celebrated AI expert and ethicist with extensive expertise and experience in the academic, governmental and corporate world

Taming the Machine: Ethically harness the power of AI by Nell Watson is published by Kogan Page on 03 May 2024

Artificial Intelligence is now accessible to everyone. What once seemed like science fiction is now changing the way we live and work, whether we like it or not.

AI is increasingly powerful and has the potential to become a personal assistant, a creative partner, an editor and a research tool all at once. But it also represents a threat to livelihoods, data and privacy. Will such power enable us to fix the world, or will it be used it manipulate people unethically?

A groundbreaking new book, *Taming the Machine,* uncovers how to responsibly harness the power of AI with confidence. Written by Nell Watson, a trailblazer in emerging technologies such as machine vision and A.I ethics, it delves into the ethical issues of unbridled AI, highlighting the challenges that it will bring to society and business unless we fortify cybersecurity, safeguard our data, and understand the dangerous potential it has.

Taming the Machine provides a comprehensive yet accessible introduction to AI. It is an informative and highly entertaining book which clearly explains concepts in a straight-forward manner along with supporting diagrams. It explains real-life opportunities to leverage AI and helps readers understand its implications in a range of sectors, circumstances and contexts. Each chapter end provides a useful summary and list of actionable steps to take.

EXCLUSIVE ARTICLES & INTERVIEWS AVAILABLE

Nell Watson is available to provide expert commentary, interviews, and by-lined articles on AI topics, including:

- Will AI be your dream assistant or the boss you never asked for?

- How business leaders can embrace AI in a safe, ethical and responsible manner

- Meet your AI girlfriend: How tech is shaping the future of love

- Should we be scared of Elon Musk's "Superhuman AI"?

- How leaders can align AI with their organisation's values

- AI and me: How AI could reshape your daily life in the coming years

- When HR meets AI: How AI could make or break your company culture

- AI for entrepreneurs: How agentic AI could supercharge your start-up

- AI: How policy makers should handle humanity's problem child

- Would you trust AI to speak to your customers? 5 ways AI could hurt your brand voice

- How to protect yourself and your business from deep fakes

ABOUT THE AUTHOR

Nell Watson is a researcher, writer, speaker and applied tech ethicist. She is President of the European Responsible AI Office, an AI Expert at Singularity University, and pioneers global standards as an AI Ethics Certification Maestro at IEEE. She advises leading organisations on their machine learning strategies, specializing in AI research and ethical advocacy.

Through her public speaking, Nell has inspired audiences to work towards a brighter future at venues such as The World Bank, The United Nations General Assembly, and The Royal Society.

ABOUT THE PUBLISHER

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For further information, an interview with **Nell Watson**, a guest article or a review copy of, *Taming the Machine: Ethically harness the power of AI*, please contact:

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