# Book Alert

HBR'S 10 MUST READS : ON HIGH PERFORMANCE

2023| 192 pp.| 97816478258| Harvard Business Review Press

The book aims to help the reader to understand the future direction of AI, bring your AI initiatives to scale, and use AI to transform your organization. This book will inspire you to: Create a new AI strategy, Learn to work with intelligent robots, Get more from your marketing AI, Be ready for ethical and regulatory challenges, Understand how generative AI is game changing, Stop tinkering with AI and go all in. The collection of articles included in the book are 'Competing in the Age of AI' by Marco Iansiti and Karim R. Lakhani; 'How to Win with Machine Learning' by Ajay Agrawal, Joshua Gans, and Avi Goldfarb; 'Developing a Digital Mindset', by Tsedal Neeley and Paul Leonardi; 'Learning to Work with Intelligent Machines',by Matt Beane; 'Getting AI to Scale', by Tim Fountaine, Brian McCarthy, and Tamim Saleh; 'Why You Aren't Getting More from Your Marketing AI,' by Eva Ascarza, Michael Ross, and Bruce G. S. Hardie; 'The Pitfalls of Pricing Algorithms,' by Marco Bertini and Oded Koenigsberg; ''A Smarter Strategy for Using Robots,' by Ben Armstrong and Julie Shah; 'Why You Need an AI Ethics Committee,' by Reid Blackman; 'Robots Need Us More Than We Need Them,' by H. James Wilson and Paul R. Daugherty; 'Stop Tinkering with AI,' by Thomas H. Davenport and Nitin Mittal; and "ChatGPT Is a Tipping Point for AI," by Ethan Mollick.

CREATING DIGITALLY: SHIFTING BOUNDARIES: ARTS AND TECHNOLOGIES - CONTEMPORARY APPLICATIONS AND CONCEPTS

 Anthony L. Brooks (Editor)
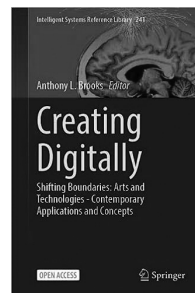
2023| 241 pp.| 9783031313592| Springer

This book shares endeavours associated to the human trait of creative expression within, across, and between digital media in wide-ranging

contexts making the contents perfect as a course study book uptake within related educations. Globally located chapter authors share their comprehensive artisan perspectives from works associated with regional cultures, diversities of interpretations, and widespread scopes of meanings. Contents illustrate contemporary works reflecting thought-provoking comprehensions, functions, and purposes, posit as contributing toward shifting of boundaries within the field. Original to this approach is the reflective offerings on creating digitally beyond typical psychological analysis/rapportage. The book's general scope and key uses are thus to contribute to scholarly discussions toward informing future projects by having an intended wide readership including from within educations, to artisans, and wider interested public.

THE MARKETING OF ACADEMIC, NATIONAL AND PUBLIC LIBRARIES WORLDWIDE: MARKETING, BRANDING, COMMUNITY ENGAGEMENT

David Baker, Patrick Lo
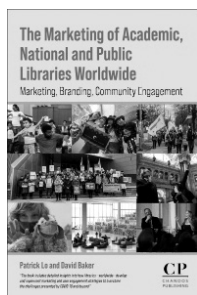
2023| 782 pp.| 9780443134357| Chandos Publishing

The book enables readers to learn about the most up-to-date trends, as well as hands-on practices and marketing tactics taken directly from 48 highly seasoned marketing and community engagement librarians around the world, namely in Africa, Australia, Canada, Croatia, Germany, Hong Kong, Latvia and Qatar. Via a series of in-depth and semi-structured interviews, this book provides insights into successful marketing strategies librarians can use to encourage donors and patrons to understand that their libraries are a great choice for fulfilling information needs, recreational interests, intellectual pursuits, and more.

INFORMATION LITERACY AND THE DIGITALISATION OF THE WORKPLACE

Gunilla Widen, Jose Teixeira (Editors)
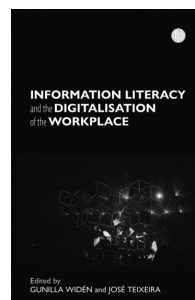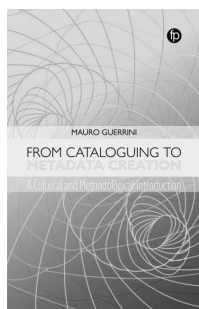

2023| 222 pp.| 9781783305797| Facet Publishing

This book aims to bring forward the role of workplace information literacy as a key condition for successful digitalisation or digital transformation in today's workplace. Featuring contributions from leading scholars, it examines the multifaceted role of workplace information literacy in organisational operations and its role in the digitalisation process, taking into account the role and perspectives of employer and employee. The book includes lessons learned from investigating workplace information literacy across very different empirical domains (e.g. a nuclear power plant, an open-source software community,

and a university among others). It outlines methodological and conceptual developments for anyone investigating information literacy across the modern workplace undergoing digitalisation, extending the debate on the impact of digitalisation on individuals and organisations.

FROM CATALOGUING TO METADATA CREATION: A CULTURAL AND METHODOLOGICAL INTRODUCTION

Mauro Guerrini

2023| 154 pp.| 9781783306282| Facet Publishing

Cataloguing has always produced a catalogue, while the creation of metadata has produced the metadata of given resources. However, in this digital age, the two are more connected than ever. A catalogue is made up of metadata that can be searched, identified, structured and selected. This then means the metadata creation process is adopted as a part of cataloguing. The book is a cultural and methodological introduction to the evolution of cataloguing towards the metadata creation process in the digital era. It is a journey through the founding principles and the objectives of the 'information organisation' service that libraries offer. It aims to outline the new library context, highlighting continuities and innovations compared to traditional cataloguing and intended to trace the path from traditional cataloguing to the new metadata creation process.