

Chat GPT: Artificially Original

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ABSTRACT

The book *Chat GPT Artificially Original* by Dr Alessio Faccia explores the transformative potential of artificial intelligence (AI), focusing on ChatGPT as a key example of generative AI's application in various industries. The book provides insights into how AI reshapes professional practices, particularly in finance, auditing, and business decision-making. Key themes and highlights include:

1. **Generative AI in Business** The book examines how AI tools, like ChatGPT, support creativity, efficiency, and problem-solving across sectors. It emphasises their role in automating tasks while maintaining originality.
2. **AI and Human Expertise** Dr Faccia addresses the balance between AI capabilities and human oversight, discussing scenarios where AI complements expertise rather than replacing it. The concept of "artificial originality" highlights how AI generates valuable outputs from structured datasets and creative prompts.
3. **Practical Applications** Real-world examples illustrate how AI enhances productivity in areas such as report drafting, data analysis, and customer engagement. It also covers AI's role in education and training, showing how it fosters skills development.
4. **Ethical and Strategic Considerations** The book delves into ethical challenges, including data privacy, bias, and accountability in AI-generated outputs. It also advises on strategic integration of AI within organisations, ensuring it aligns with core values.
5. **Future Prospects** Dr Faccia explores emerging trends and the future of generative AI, advocating for responsible adoption to unlock its full potential in a rapidly evolving technological landscape.

Chat GPT Artificially Original is both a practical guide and a thought-provoking analysis of AI's expanding role in modern professional and personal contexts. It aims to inspire readers to engage with AI creatively and responsibly.

KEYWORDS: Chat GPT; Artificially Original, AI, Artificial Intelligence

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