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Donal Daly

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TOMORROW TODAY

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DONAL DALY

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Donal Daly : TOMORROW | TODAY: How AI Impacts How We Work, Live and Think (and it's not what you expect) before purchasing it in order to gage whether or not it would be worth my time, and all praised TOMORROW | TODAY: How AI Impacts How We Work, Live and Think (and it's not what you expect):

4 of 4 people found the following review helpful. 3 words - STOP , THINK , DECIDEBy Martin CumminsDonal takes on the challenging but hot topic of Artificial / Augmented Intelligence and simplifies how it can be applied to

this fast paced world where time management and quick results are at the forefront. Donal brings us on a journey embracing AI (particularly the Augmented variety) without fear and using it as a positive influence on our business lives, placing human decisions at the center, guided by the well oiled machine. It is an easy read filled with humor, entertainment and insightful statistics .3 of 3 people found the following review helpful. have gotten me thinking about the future of AI and how it will change my world of work for the better.By Kindle CustomerAs a leader in business, I am constantly being bombarded with "predictive this" or "Machine Learning that" marketing messages to get me to buy some "new App." With "Tomorrow | Today" Donal helped me make sense of it all in a way that is relevant to me as a business and sales leader. Donal's examples throughout the book - from driverless cars to chess playing computers, have gotten me thinking about the future of AI and how it will change my world of work for the better.3 of 3 people found the following review helpful. The Truth about AI By Sales GuyEveryone in Business Knows that AI is important and it might be able to help their business transform to thrive in the new digital economy. However there is so much mis- information and hype that true facts about what it is and what to do with it get left behind. This is a great guide that explains with up to date examples of the world we live and work in and how AI can enhance and enrich and make us more effective humans.

The book focuses primarily on the impact of AI on in the knowledge economy - particularly Sales, Marketing, and Customer Service. It will encourage you to embrace the arrival of AI (particularly the Augmented variety) as a positive force for the enablement of knowledge workers, and will help you to decide what tasks currently being undertaken by your knowledge workers, can be offloaded to the machine. The book will guide you to look at your most value-add activities - those that require the application of expertise, such as strategic sales, marketing strategy, and customer engagement - and consider how these activities would be better with augmented intelligence. Solving this problem will deliver rapid competitive advantage.

At Salesforce, we're making the journey to AI easy for our customers and Altify's AI solutions, built on the Salesforce platform, are a great example of our ecosystem at work. TOMORROW | TODAY is a guide for that journey, full of practical insight and perspective. Todd Surdey, SVP, ISV and Channel Sales, Salesforce Artificial and Augmented Intelligence is rapidly changing the leverage points in our lives: personally and professionally. TOMORROW | TODAY does a masterful job of helping us understand the journey we are on and will help us plot a course to a more efficient future. Glenn Davis, Senior Vice President, Growth Execution and Client Engagement, Optum Searching for a competitive advantage and mindful of mass disruption, board rooms have rushed to AI as the next big thing. The investments in AI pilots have moved from science projects to new digital business models powered by smart services. As clearly explained in Donal's book, the unifying force for digital transformation in customer journeys, IoT, future of work, commerce, and block chain technology is AI-driven smart services. Reading this book will help you understand why the shift from analytical systems to augmented humanity will have a profound impact on the world. R (Ray) Wang, Principal Analyst and Founder, Constellation Research, Inc. If history teaches one thing, it is that today's breathless technology headlines are tomorrow's punchlines. AI will change work, but not on its own. Ultimately organizations and people will change work as they incorporate AI into operations and strategy, and change processes to reflect these new tools. With deep insight into AI's interaction with professional work, Donal's book will help catalyze leading-edge thinking and serve as an impetus for innovative and practical business strategy. Tom Monahan, Chairman and CEO, CEB (NYSE: CEB) We have from day one believed that data and science are the keys to unlocking human potential. In a refreshingly clear manner, Donal captures the key trends and technology advances that are now actually enabling this in our day to day reality, as we enter the next era of technology-enabled performance, and TOMORROW | TODAY is a really good read. Dave Elkington, Founder and CEO, Insidesales.com --Reader testimonials to authorAbout the AuthorDonal Daly is CEO and founder of Altify, which is his fifth global business enterprise. Combining his expertise in enterprise software applications, artificial intelligence and sales methodology, he continues to revolutionize the sales effectiveness industry. Donal was also CEO and founder at Software Development Tools, NewWorld Commerce, The Customer Respect Group, and Select Strategies - all of which were acquired by various parties. Donal is the author of four books including his recent Bestseller, Account Planning in Salesforce, and Select Selling Sales Fieldbook.