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6 Must-read

Harvard Business Review

Articles About Generative AI

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#1

A Framework for Picking the Right Generative AI Project

How should companies navigate the risks in their pursuit of its rewards?

by Marc Zao-Sanders and Marc Ramos

https://hbr.org/2023/03/a-framework-for-picking-the-right-generative-ai-project

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#2

AI with a Human Face

The case for–and against–digital employees.

by Mike Seymour, Dan Lovallo, Kai Riemer, Alan R. Dennis, and Lingyao (Ivy) Yuan

https://hbr.org/2023/03/ai-with-a-human-face

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#3

How Generative AI Will Change Sales

Sales teams have typically not been early adopters of technology, but generative AI may be an exception to that.
by Prabhakant Sinha, Arun Shastri, and Sally E. Larimer

https://hbr.org/2023/03/how-generative-ai-will-change-sales

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#4

How AI Will Transform Project Management

Steps you can take now to prepare for the future.
by Antonio Nieto-Rodriguez and Ricardo Viana Vargas

https://hbr.org/2023/02/how-ai-will-transform-project-management

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#5

ChatGPT Is a Tipping Point for AI

The ability for anyone to produce pretty good text and code on command will transform work.
by Ethan Mollick

https://hbr.org/2022/12/chatgpt-is-a-tipping-point-for-ai

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#6

How Generative AI Could Disrupt Creative Work

Three non-exclusive scenarios for this disruption of content creation.
by David De Cremer, Nicola Morini Bianzino, and Ben Falk

https://hbr.org/2023/04/how-generative-ai-could-disrupt-creative-work

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