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He is a coauthor (with Marco Iansiti) of
the book *Competing in the Age of AI*
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In *Competing in the Age of AI*, authors Marco Iansiti and Karim Lakhani dig into the role of data and AI in driving the digital future. Their perspectives provide additional and supportive thinking from *Designed for Digital*. *Competing in the Age of AI*. Marco and Karim suggest AI has become a universal engine for

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Competing in the Age of AI
Description of Competing in the Age of AI
In industry after industry, data, analytics, and AI-driven processes are

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