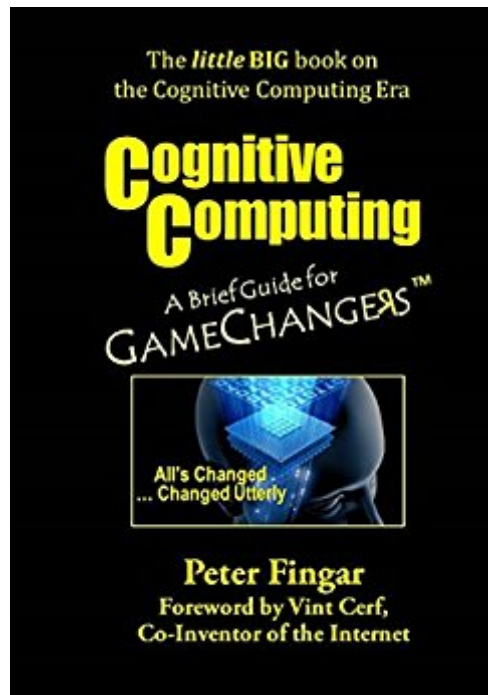


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# Cognitive Computing: A Brief Guide For Game Changers



## Synopsis

This book is a concise report on the most noteworthy developments in artificial intelligence having a transformational impact on work and society as a whole. Leaders in government and business can ill afford to miss this early-warning book. A lot of effort went into making the book concise so that very busy people will have time to grab the essence of this hugely important subject and act! This book is a concise report on the most noteworthy developments in artificial intelligence, a field of endeavor that's been around since the 1950s. But now, with a breakthrough called "deep learning," artificial intelligence is finally getting human-like intelligence. The AI redux, Cognitive Computing, is having a transformational impact on work and society as a whole. This quantum leap requires a whole new way of thinking and acting if we are to reap the benefits and understand the potentially catastrophic downsides. The book uses a unique multimedia format with QR codes and tiny URL links that let readers drill down on many of the topics. Leaders in government and business can ill afford to miss this early-warning book. A lot of effort went into making the book concise so that very busy people who have little time to read, the game changers, will have time to grab the essence of this hugely important subject -and act!

What They Are Saying ...Peter's engaging, fast-paced journey highlighting key events, players and resources in the 3rd era of computing heralded by IBM Watson is a must read for anyone wanting to keep up with rise of Cognitive Computing. The book covers the technology, emerging applications and their impact on industries and communities around the world. It is an engaging read; I finished it in one sitting - not too common when you read books about technology. If you want to read, learn and contribute to the rise of the Cognitive Era this book is a perfect place to start. --Sridhar Iyengar, Distinguished Engineer, and Cognitive Solutions Research Leader, IBM T. J. Watson Research Center I don't know what amazed me more, the scope and depth of Peter's knowledge and research on cognitive computing, or his ability to synthesize it all in 78 pages. In any event, it is well worth the time to read it and discover for yourself. --Lemuel Lasher, Founder of Boehme Eckhart LLC, and Fmr. Chief Innovation Officer, CSC Read this book before the machines do. --Dr. Joseph J. Salvo, Founder of the Industrial Internet Consortium and Director, GE Global Research This book gives the reader a great insight into how 'intelligence' will change our lives on a global scale. --Forrest Lin, Dept. Secretary General, Chinese Institute of Electronics, Beijing Peter Fingar has a history of advancing bellwether ideas about technology. He's onto something extremely important in cognitive technology; I am confident it will reshape knowledge work as we know it. --Thomas H. Davenport, Distinguished Professor, Babson College, Author of *Competing on Analytics and Big Data@Work* Peter Fingar's latest, *Cognitive Computing*, draws on ideas from diverse online sources, poking relentlessly into both the

promise and the peril of smart machines. Cognition as a Service (CaaS) has the potential to augment and scale human expertise, harnessing the power of big data, and providing cognitive assistants for all occupations in smart service systems. --Dr. Jim Spohrer, Director, Cognitive Systems Institute  
Cognitive Computing takes us on a whirlwind tour of the near-future, a future filled with opportunities and risks -- you need a road map and guide -- this jam-packed book is it. --Glenn Edens, V.P., Xerox PARC  
Cognitive Computing changes how we view the future of business and the role of AI. The concepts in this book open up an entirely new dimension when we think about how we architect and transform businesses on a scale many of us have not even fathomed. --William Ulrich, President, Business Architecture Guild

## **Book Information**

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## **Customer Reviews**

I loved it- this book that is- but it scared the living (Stuffing) out of me. Very very thought provoking...Curious on author's ideas for using games to teach AIs. I laughed out loud several times on the plane reading it... Other times I just squirmed. Wondering how to prep our kids for what is coming...Thank you Peter for an engaging and enlightening read.

I kept wondering if this was a kind of meta-level joke, and that what I was seeing was the result of a next-generation AI system trying to pass the Turing Test in book form. What I was reading seemed superficially book-like, but felt like it had been created using an algorithm. The "book" is mainly a series of lengthy quotations linked by paragraphs that appear to have bundled a set of unexplained buzzwords together using some kind of definite clause grammar. Your eyes scan over it and your brain is convinced at first that it is reading a book, yet no actual knowledge is transferred to your mind from the pages you are reading.

Mr Fingar has done it yet again, cut through the hype to expose the reality of truly intelligent computing. This is a very reference dense volume. A quick read to find out how much you were 'aware' of and how little you really knew. The terms, 'artificial Intelligence', 'machine learning', 'neural nets' have been in the public vocabulary for a number of years, but, this book brings out the depth of where these lines of inquiry have come to and points the direction that they are heading. The concepts have been around some time, but, Cognitive Computing takes a snapshot of today in an increasingly rapid evolution that is driving us to uncanny machine learning and human interface. This is a must read!!!

The first eighty percent of this book provides an interesting survey of current developments in cognitive computing. This is the world of self-learning artificial intelligence— "machines that learn and can interact naturally with humans. QR codes and web links are provided throughout the book for those who want to delve deeper into any of the topics introduced in the text, and there is much one is likely to want to explore. The book itself is kept concise so as to appeal to busy people with little time or patience for lengthy tomes. The reader is likely to wonder, though, what is the point of the discussion. Why does the author think it important that we know about the developments in AI? The answer hits one like a brick wall in the last fourteen pages. Fingar confronts the reader with the implications of AI not only for the future of business but, more importantly, for humanity. He outlines the positive and negative scenarios for the future. He also briefly identifies the critical social, political, economic, and moral issues that confront society. The potential consequences of not intelligently dealing with the challenges of artificial intelligence are harrowing. Nothing less than the survival of the human race is at stake. The book's last couple pages include specific suggestions for business people and lists resources managers will want to monitor. "Cognitive Computing" is informative and thought provoking.

Imagine IBM's Watson with the personality of Samantha in Her, Watson mastering new fields and Samantha becoming more emotionally intelligent 24/7. Super intelligent, empathic, wise networks are beginning to provide outboard thinking on tap. (They will probably steal your job.) Fingar describes the mind-boggling field of cognitive computing in layman's terms. It's further out there than science fiction!

This book is an eye opener! Cognitive computing or called computing intelligence paints the picture of future for us. If managed well, I think human and machine intelligence can make a great hybrid solution. Recently I read a story saying human life can be extended to 150 years old if we can make intelligent machine organs to replace the declining human organs. This sounds quite exciting, doesn't it?

As per Fingar's track record, he explains powerful trends and predicts the future impact - all with a clear and relevant explanation. As both an experienced educator and thought leader, Fingar's uniquely helps us see the business impacts and opportunities from the powerful synergy of technology, sociology, history and economics.

A short, but anything but brief, timely exploration of all things related to the cognitive era. A treasure trove of information, Internet links, and thought-provoking ideas I've found no where else. Should be required reading at business and tech universities everywhere.

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