

mötet

med medvetna

maskiner

EMBA Exklusive Club
Kraftklubben den 14 oktober, 2002

Richard Gatarski, 1958-
PhD

School of Business
Stockholm University

Business Art Technology AB
Sweden

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introduktion

Richard Gatarski, PhD

- o 1978 college degree in electronics
- o 1978-1984 engineer at Ericsson Telecom
- o 1984-1985 global exploration
- o 1985-1989 university degree, Bsc BA
- o 1989- consulting
- o 1995-2001 academic research, PhD
- o now I'm here :-)

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introduktion

affärsautomation - drivkrafter
maskiner som ersätter

kropp

(mekanisering)

tanke

(artificiell intelligens)

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introduktion

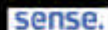
affärsautomation - etablerade koncept

- Business rules
- Data mining
- Event Driven Marketing

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marknadsföring

varumärken



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innehåll

om framtiden
post-PC på ritborden

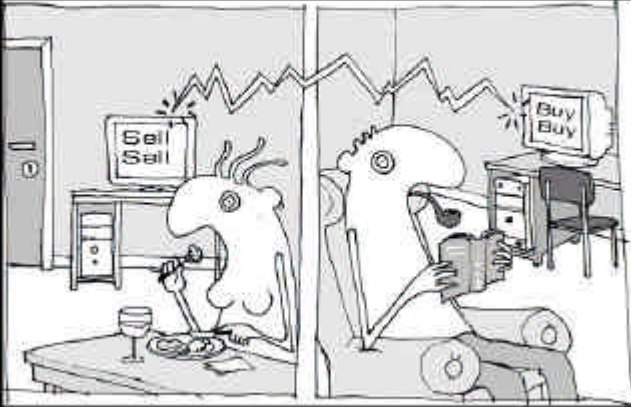
selling ai
artificials

slutsatser

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marketing

a world with consumers



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new technology

real?

Real-time pricing and auctioning

Intelligent software agents stand a great chance of being the "killer app" for Artificial Intelligence (AI) technology, since they are designed from scratch to work in very complex systems and they can present

"The most intelligent software agent will win the best deals"

customers. Intelligent software agents can carry out work on behalf of human knowledge workers both on the supplier's and customer's behalf. **The most intelligent software agent will win the best deals**

(IT-bolaget AB, 2001)

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future

science fiction or facts?

Vision

Illustration

Realisation



(Gap model, adopted from Lernström, 2001)

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Post PC

what is cooking now?



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examples
techn divergence

Post PC

...to things divergence



netlands
Internet maps
future Internet

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Relations

the human side

"A great American composer"

Machines more human than humans?

"Anecdotally, we still hear great stories from our clients where their customers praised them for simply responding in a personalized fashion..."
Mark Gainey, co-founder Kana Communications, Inc

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Artificial Intelligence

today

Ask Jeeves Home Sleeping

You asked: what is the meaning of marketing

I have found answers to the following questions:

- Where can I find the definition of a word?
- What does the financial term market mean?
- Where can I find encyclopedic resources on marketing?
- Post your question and get answers from other users in our Community Forum

People with similar questions have found these sites relevant:

- [New Meanings for Marketing in a New Millennium](#)
New Meanings for Marketing in a New Millennium THE 2001 ACADEMY OF MARKETING SCIENCE PROGRAM CHAIRS, Anne E. Balcer, Division of Business and Communication, Mississippi University

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Artificials

definition

Artificials are digital machines that interact in markets.

An observer's understanding of the interactions of an artificial depends on how it is:

- **controlled** (humans vs. autonomously) and how its
- **system is designed** (visible vs. hidden).

(Gutanski, 2001)

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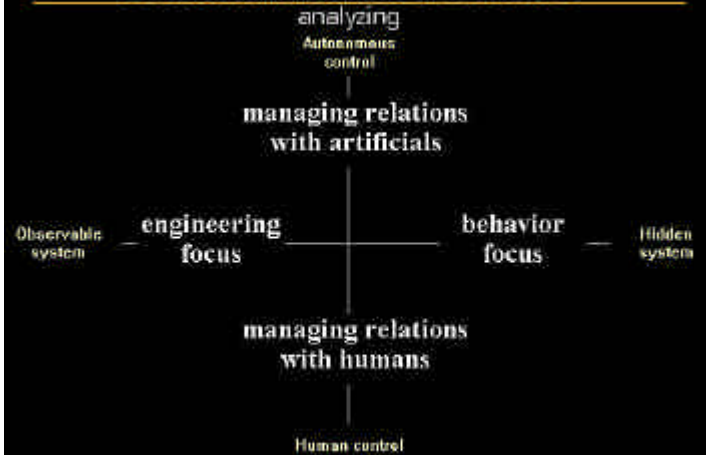
Artificial Market Actors



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Artificial Market Actors



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Artificials

real?

don't trust me

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summanfattning

vision kontra verklighet

nya verktyg överraskar oss

det finns nya aktörer i marknaderna

var har vi för relation(er) med dom?

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