

# SUPERHUMAN INNOVATION

Transforming Business with  
Artificial Intelligence

CHRIS DUFFEY

Main Stage  
Interview with  
**Gary Shapiro**

*Superhuman Innovation* argues that AI will supercharge the workforce and the world of work, and can be harnessed to deliver powerful change to how companies innovate and gain competitive advantage. Written in a conversation style and with assistance from **Aimé**, a creative AI intelligent assistant created by the author, the book discusses how AI will serve the superstar innovators of tomorrow by enabling them to see deeper insights and set sail for higher goals. It unearths a powerful five-pronged model which describes how AI enables innovation and enables businesses to become **SUPER** through the offerings of:

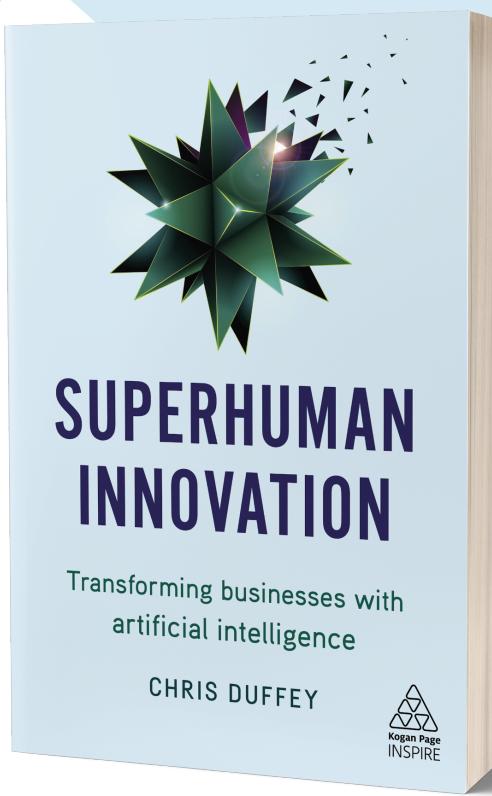
**Speed:** facilitating work processes

**Understanding:** revealing & mastering deep insights

**Performance:** customization of delivery to customers

**Experimentation:** iterative process of reinvention & feedback

**Results:** tangible, measurable & optimizable results



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## PRAISE FOR SUPERHUMAN INNOVATION

**"Superhuman Innovation** is a secret resource for smart people trying to grow their business."

*Rachel Loui, Head of International Growth for Business & Industrial Markets, Google*

"This fast-paced book makes the point that the upside of AI outweighs any downside. Rather than supplanting humanity, the tech will augment us – making people smarter, faster and more successful.

The author beautifully makes the point by harnessing Aimé – an AI system. This book serves as a down-to-earth guide into how business can benefit from AI right now."

*Gordon Young, Editor-in-Chief and Co-founder, The Drum*

**"Superhuman Innovation** is forward thinking and captures the potential of AI in the future. It is clear from reading this that brands who are not adopting their business to support an AI future will be left behind."

*Monson Tseng, Amazon Alexa*

"Many books talk about AI, yet Chris takes it to another level using AI to co-write the book. The brilliance is the ability to dispel AI myths and highlight opportunities and limitations. AI is in use every day on our CMS platform and Chris perfectly summed it up that AI will make us more efficient in all our tasks."

*Clancy Ryan, Vice President, Arc Publishing, The Washington Post*

"Chris Duffey will allay any skeptic's concerns about AI through his comprehensive and positive discourse on the subject. Moreover, he provides a valuable and practical guide to businesses to leverage AI to empower people's lives."

*Diana Naguib, Senior Vice President, MediaLink*

### ABOUT CHRIS DUFFEY:

Chris Duffey spearheads Adobe's Creative Cloud strategic development partnerships across the Creative Enterprise space. His keynotes have received over 50 million impressions and been reported around the world by Access Hollywood, Extra, OK Magazine, Hello, People, Daily Mail and Euro News.



### ABOUT AIMÉ:

Aimé was born out of the digital age and reflects a foundational belief that AI will become humanity's beloved co-creator and intelligent personal assistant. Aimé is beautifully complex technically and conceptually: she is an AI and machine learning framework comprised of technologies that power her intelligent co-creation abilities. Not a single sourced technology but rather a suite of technologies, the conversational agent Aimé leverages a number of expert systems using AI and ML techniques such as Natural Language Processing (NLP), Natural Language Understanding (NLU) and Natural Language Generation (NLG) APIs. These techniques allow Aimé to identify, understand and respond to key words, phrases, ideas and requests and, at times, instances of recognition and understanding of experiences and reasoning.



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