



Consulting.  
Research.  
Analysis.

Identifying the business value  
of technology

news worth sharing

## Tackling Augmented Intelligence So You Don't Have To

As we close 2019 I am pleased to announce the publication of our latest book, [Augmented Intelligence: The Business Power of Human + Machine Collaboration](#). The book is published by Francis & Taylor and is now available.

Why did we write a book on augmented intelligence? While all of the hoopla has been around AI and Machine Learning as technologies that will magically transform business without human intervention – the truth is more complicated. In reality there are multiple ways organizations will be able to use powerful techniques and models to transform the untapped value of data. There are of course many situations when we can use machine learning models to automate clear and predictable business processes. However, there are many more significant processes that require human judgment to make decision making better. The thesis of our book is that the true power of artificial intelligence and machine learning lies in the ability for humans to work collaboratively with advanced technologies to create the best possible outcomes.

Things are always more complicated than we would hope – especially when it comes to the promises of new technologies. I should know since I have been active as a consultant and analyst in emerging technologies for more than 30 years. The implementation of promises are always more difficult and problematic than we expect. How is this playing out with machine learning models? First, there is the basic problem of the data itself. Without a clear cycle of data management machine learning models may cause more problems than they solve. What are the hidden and not so hidden biases with the data selected to create a model? How can a business explain how decisions derived from a machine learning model were made? What are the ethical challenges that must be managed as we move to this brave new world of Artificial Intelligence?

### What we do

Hurwitz & Associates is a thought leadership and consulting firm that focuses on how technology solutions solve real world business problems.

[More about our services.](#)

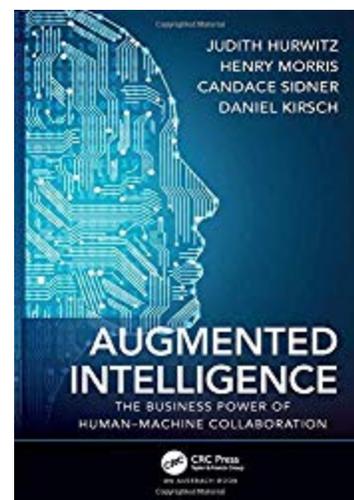
### Latest News and Blogs

Read the [newest blogs and news](#) from the Hurwitz team.

### Hurwitz wants to know

What are the new products and services that you are bringing to market? Our analysts would like to engage in a dialog.

### [Augmented Intelligence: The Business Power of Human + Machine Collaboration.](#)



These are some of the issues we address in this new book. I was blessed with collaborating with an exceptional team of experts. Henry Morris, a data intelligence specialist with leadership roles at IDC and Digital Equipment Corp. brought his understanding of the cycle of data and his deep expertise in business process to the project. Dr. Candy Sidner, a computer scientist with a PhD from MIT and more than 30 years of research expertise in artificial intelligence brought technical depth and context to the book. She made sure that anything in the book was based on clear and precise science. Dan Kirsch, a lawyer by training and a senior analyst and consultant at Hurwitz & Associates brought a deep perspective on ethics, compliance, and risk to the project in addition to his knowledge and research in data and machine learning. Working with this team in a collaborative manner was an invigorating and even fun experience.

I hope that you will enjoy reading this book. We would love to engage in a discussion over the coming year about how we handle this powerful technology in order to improve our organizations while keeping us safe and productive.

If you're interested in a review copy of the book, or want to engage with the authors, reply to this email.

Have a wonderful holiday and I look forward to reconnecting in 2020.

[Judith Hurwitz](#)

You are receiving this email because you have previously opted in to receive our Hurwitz & Associates Newsletter. If you no longer wish to receive our newsletter you may unsubscribe below.

[Unsubscribe](#) <<Email Address>> from this list.

Our mailing address is:  
Hurwitz & Associates  
35 Highland Circle  
Needham, MA 02494

[Add us to your address book](#)

Copyright (C) 2019 Hurwitz & Associates All rights reserved.

[Forward](#) this email to a friend

[Update your profile](#)

