



Avatare: Digitale Sprecher für Business und Marketing (X.media.press) (German Edition)

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Computeroberflächen stehen vor einer technischen Revolution. "Avatare", intelligente Software-Programme, werden mit den Usern in natürlicher Sprache kommunizieren, sie auf der Suche nach Informationen und Produkten im Internet begleiten, sie beraten und ihnen alltägliche Aufgaben erleichtern. Obwohl in dieser Technologie erste Ansätze bereits verfügbar sind, werden deren Chancen für E-Business, Marketing und Werbung bisher kaum zur Kenntnis genommen. Eine Lücke, die dieses Buch durch einen interdisziplinären Ansatz zu verringern sucht. Wie ist der Entwicklungsstand natürlichsprachlicher Computersysteme? Wo liegen ihre Möglichkeiten und Grenzen? Wie können Unternehmen von diesen Trends profitieren? Dafür kommen neben Wissenschaftlern auch die im Markt bereits tätigen Unternehmen, Unternehmensberater und die Praktiker aus ausgewählten Projekten zu Wort.

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