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These days, artificial intelligence (AI) seems to be everywhere. With the number of tools and services on the market claiming to leverage AI, some might fear we're heading toward a future where intelligent machines manage every aspect of business operations, and human workers become completely obsolete.

While it's true that AI systems have been increasing in complexity and capabilities in recent years, AI still falls short in several critical areas. Rather than acting like a synthetic human, as you might see in movies, today's AI is predominantly structured and rule-based, or heavily dependent on what is called "machine learning" (ML), which enables powerful data analytics and pattern recognition but nothing approximating creative human intelligence. Still, businesses have a lot to gain from harnessing the capabilities of AI.

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