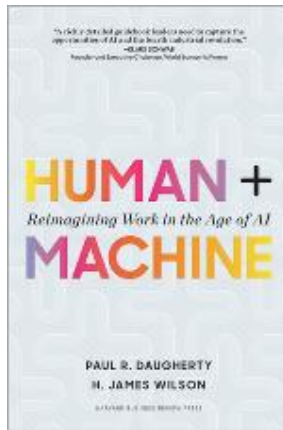


## PM WORLD BOOK REVIEW



Book Title: ***Human + Machine: Reimagining Work in the Age of AI***

Authors: **Paul R. Daugherty & H James Wilson**

Publisher: HBR Press

List Price: \$32.00      Format: Hard cover, 264 pages

Publication Date: 2018      ISBN: 13:978-1-63369-386-9

Reviewer: **Kiran Patel, PMP**

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### Introduction

The introduction provides an overview of how robot and human interaction and use in the past and possibly in the future. It summarizes the change or impact of technology and how humans can take advantage of the new technology revolution in using robots and AI. It talks about the distinct major shifts in human work and daily life, how it was before, and how it will change things in future with advancement of technology and human use of robotics, AI

The different phases are termed as waves of changes, the key being that in the past robots were used to operate as separate and distinct units, based on commands or instructions from humans. There is expected to be a major shift in this relationship between robots and humans where humans and robots will work together in collaboration, and with AI allowing interaction between the two.

### Overview of Book's Structure

The structure of the book has the typical introduction section followed by the core content of the book chapters.

The book has two distinct sections. The first section has topics on:

1. Impact of robots and AI in production/manufacturing, supply chain and the distribution network and process
2. How robots and AI will change the business and accounting world
3. How robots and AI will change and also speed up R&D and the innovation business

4. How robots and AI will change customer service, sales and marketing businesses

The Second Section of the Book is more focused on AI topics.

1. The roles of humans in the use of AI, their role in AI and related factors that need to be considered
2. How AI can be unleashed or leveraged for improving human productivity
3. How leaders can get started in considering AI for their business
4. Eight new type of jobs and skills that will be required for an AI workplace

## Highlights

The major phases in human life over the nearly last 100 years.

The advent of industrial revolution to mechanize repetitive, mundane, or difficulty tasks. This is the period when trains, textiles mills and other industries popped up and removed the hard, repetitive and mundane labor-intensive tasks in the workplace.

The advent of mass production using speciation of each worker and process in manufacturing. This changed the efficiency of production and helped reduce costs, and made is possible for large populations to create, purchase and use products like cars, tv, fridges, etc.

The advent of computing and how it allowed humans to use technology to eliminate rep. This is the period when technology made a major impact on accounting and fields in science that required crunching large numbers of data and helped make advancements in science, engineering and workplace.

The advent of intelligent robots using AI that interact with humans with a degree of intelligence so that humans and robots work in collaboration, rather than humans being the masters that command instructions in a one-way fashion. This is about a major shift that will result in massive changes and innovation, many of which have not even been imagined yet. Even robots and AI will be helping innovate in the R&D world to solve problems and help with innovation. New jobs that have not even been talked about will be created and new skills will need to be taught both to humans and AI-based robots.

## Highlights: What I liked!

I liked the way the author of this book identifies and explains the major shifts in human work life as a result of technology shifts, and the way humans change their manufacturing and business methods or processes.

I liked the way robotic technology and AI have been presented positively and not negatively and, in particular, presented with opportunities for creating new jobs and roles, and re-skilling of workers and the workplace as an exciting change.

### **Who might benefit from the Book?**

This book would be a very good primer for leaders or anyone who wants to understand at a high-level how robots and AI will change things in the workplace like manufacturing, production, supply chain, distribution, office, R&D, etc., and the need for different types of skills in the workplace and new roles that will be created in the near future.

It also provides leaders and those interested a better understanding of how they can embrace robotic and AI technology, and see these new technologies as an advantage rather than a disadvantage or fearing the technology as one that will replace human workforce with a negative consequence.

### **Conclusion**

This book provides highlights of major shifts or impacts of technology changes and how humans and workplace will change as a result of these major shifts or waves.

Each section points out the way work life has benefited and changed with technology and how humans have had to change the way they work and live and how new roles or jobs have been created and evolved.

Each major shift due to technology was received by some in a positive way and some feared the change. This book points out the expected changes due to robotics and AI, but paints a positive picture of advantages and the need for humans and robots to work in harmony or in a collaborative manner. It highlights how AI will enable robots to change and respond to human actions based on choices and decisions. This is a major breakthrough from the old robots that only took commands and had no intelligence to respond to human actions and to learn things over time.

The other main topic is how new roles and jobs will be created to manage robots, AI and also leverage this technology as it progresses in changing the way we do business and in the human workplace.

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For more about this book, go to: <https://store.hbr.org/product/human-machine-reimagining-work-in-the-age-of-ai/10163>

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## About the Reviewer



**Kiran Patel, PMP**

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**Kiran Patel** is a certified project management professional with 15+ years of project and program management experience. He has worked on a broad range of IT technologies and worked in the USA and UK. Kiran has completed projects in the areas of new product introduction project from concept phase to design, testing, launch and end of life. He has worked in the areas of healthcare technology, information security, HR technology, global product support, hardware and software implementation, and process improvement. Kiran's interest in robotics stem from an early age and as a result complete a BSc degree in combined engineering, which is ideal for robotics since they use electro mechanical and computing technology. Recently Kiran completed a course on handling and programming a FANUC robot.