



In today's fast-changing business world, artificial intelligence (AI) is transforming how companies operate, compete, and grow. More than just a technological tool, it is a powerful strategic force, with the potential to enhance human decision-making, creativity, and problem-solving by creating meaningful synergies between humans and AI, benefiting both organizations and society.

Mastering AI for Strategic Business Success is more than just a textbook – it is a guide that blends theoretical frameworks with real-world applications, demonstrating the connection between AI and business strategy. The goal of the authors is to inspire current and future leaders to deploy AI effectively and ethically, integrating technical understanding with strategic acumen.

What you need to know:

- For management students – at both undergraduate and graduate levels - and professionals in strategic, managerial or leadership roles.
- Each chapter opens with a real-world business example, and includes pedagogical boxes that highlight interesting anecdotes, ideas for application, technical explanations and key takeaways.
- Comes with a test bank and supplementary video content through McGraw Hill Connect.



Available for Fall 2025 adoptions!

To find out more about the content while it is in development please get in touch with our Product Manager for Management and Marketing, **Rosie Churchill** (rosie.churchill@mheducation.com).

Table of Contents

What is Artificial Intelligence?

Defining AI
History of AI

Business Strategy

What is Strategy?
External Analysis: The Company's Environment
Unlocking Competitive Strength From Within
Bridging External and Internal Analysis: The SWOT Analysis
Competing Smart: Porter's Generic Strategies AI-
Augmented Strategies: Human AI Collaboration

Machine Learning

Defining Machine Learning
Mechanisms of Machine Learning
Inspired by the Human Brain: Forward and
Backpropagation
Different Types of Neural Networks for Diverse
Uses
The Need for Robust Data Storage and
Management

Natural Language Processing (NLP)

Defining NLP
History of NLP
Inside NLP: The Mechanics of Human-like
Language
Outside NLP: The Foundations of Oral
Communication
Revolutionizing Strategic Decision-making

Robotics

Defining Robotics
Robotics Advancements: From Automation to
Augmentation
Robotic Barriers: Obstacles to Achieving True
Integration
In Search of Positive-sum Automation
Not all Robotics are Tangible
Robotics in Practice: The Case of Autonomous Car
Driving
Strategic Advances of Robotics through AI-
Augmentation

Strategic Implications of AI: from a Macro to Micro Perspective

Gaining a Competitive Edge with AI
The (Gen) AI Value Chain
AI and Business Ecosystems
Transforming Business Models with AI

Operational Execution: from Macro Vision to Micro
Details

The Financial Cost of Implementation

Navigating AI within Institutional Forces

The Institution Based View (IBV)
AI and IBV: Rules, Norms and Cultural Cognition
The Dark Side of AI: Challenges, Obstacles and
Concerns
The Bright Side of AI: Workforce Development
AI by the Numbers
General Lessons Learned

Case Studies

Adecco	Natwest Group
9altitudes	AlterEos

What will you get from this content?

- Develop a strong understanding of key AI concepts, terminology, technologies, their evolution, and applications, along with the ethical and societal challenges they present.
- Apply core and advanced strategic frameworks to internal and external strategic analysis, guiding the development of effective business strategies.
- Explore how AI enhances business strategy, optimizes operations, and drives innovation and long-term competitiveness.
- Use AI-driven insights to inform strategic decision-making while balancing machine intelligence with human expertise.
- Leverage AI to assess market dynamics, anticipate risks, and improve strategic foresight.
- Analyze AI tools and methodologies to understand their application in addressing complex business challenges, ensuring adaptability in a rapidly evolving digital landscape.

About the Authors

Jonas Debrulle

Jonas Debrulle is an Associate Professor at IÉSEG School of Management in France and a Guest Professor at KU Leuven in Belgium. He teaches courses in technology entrepreneurship, business plan writing, and strategic management.

Loïc Plé

Loïc is Director of Pedagogy and Head of the Centre for Educational and Technological Innovation as well as being a full professor in Strategic Management at IESEG.

Ellirioma Gardiner

Dr Elliroma Gardiner is a registered Organisational Psychologist, board-approved supervisor and Associate Professor at QUT Business School in Australia.

Hear directly from Jonas Debrulle and Loïc Plé about how the book at the heart of this digital resource can help you shape the next generation of business strategists



Your one-stop shop for adaptive learning, assessment and course management tools.

Connect houses digital, adaptive versions of our textbooks alongside ready-made course content for teaching, learning and assessment, and a variety of tools to help with course management, insight and tracking. When used as an integrated part of your course, Connect can provide supportive structure for your students, and increase transparency over their studying for you. Connect is about giving you the space and the tools to do what you do best, taking some of the administrative load away and leaving you free to teach your way.

Connect Content	Description
Smartbook	SmartBook is an adaptive learning solution that provides personalized learning to individual student needs, continually adapts to pinpoint knowledge gaps, and focuses learning on concepts requiring additional study. It fosters more productive learning, takes the guesswork out of what to study, and helps students better prepare for class. Our adaptive experience is more personal, accessible, productive, and mobile.
Testbank and Additional Assignable Items	<p>The Connect testbank can be used in different ways for practice, revision, or exams – with options for the instructor to control variables like the number of attempts students are allowed, time taken, and randomisation of items. Set continuous, formative assessments as a mandatory, integrated part of the program, ensuring students pace their learning and giving you real-time insight. Or, with a wide variety of item types, academic integrity tools built in, and the flexibility to mix autograded and instructor marked questions, the test bank can also be used to run your summative exams digitally.</p> <p>For Mastering AI for Strategic Business Success this includes:</p> <ul style="list-style-type: none">• 300 testbank questions• Mini lecture videos• Case studies with associated testing questions

Adaptive Learning Assignments	Adaptive Learning Assignments are mastery-based adaptive assignments that help students focus on the concepts instructors select.
Application Based Activities	Immersive real-life scenarios engage students and put them in the role of everyday managers. Students practice their economic thinking and problem-solving skills as they apply course concepts and see the implications of their decisions as they go.
Writing Assignment	Help students improve their conceptual understanding and written communication skills with McGraw Hill Connect Writing Assignments. Integrate writing skill development into your course with ease and help your students gain the critical writing skills they need for success now and beyond. Assign, monitor, mark, and provide feedback all in one place.
Critical Thinking Assignment	Critical Thinking Assignments helps guide students through the process of critical reading and analysis before, during, and after reading. It can be built with embedded scaffolding, or on its own and provides the practice students need to read real-world texts analytically and critically by guiding them through the thinking required for deep understanding.
Polling Tool	Create open and closed answer polls to use in class. Just like Kahoot, students access via a QR code, Poll ID or direct URL and navigate easily on a mobile device. Use it for fun or to incentivise weekly engagement with in-person Polling activity to boost attendance.
Proctorio	Proctorio software is embedded in Connect to enable instructors to run secure online assessments. Browser locking, video and audio recording and screen capture is available.
Media Services	Record video, audio and screen capture directly through Connect
AI Reader	McGraw Hill's AI Reader is an AI learning tool embedded within the eBook in Connect, that promotes active reading to drive meaningful engagements and conceptual understanding of course content. This tool helps foster discovery, curiosity, and deeper understanding of the course content, while giving students a more hands-on and active approach to reading, which leads to better comprehension of the material. Crucially it allows students to use AI within the framework of trusted content, selected by instructors.
Reading Assignment	Create basic reading assignments by selecting specific sections or whole chapters of the eBook and set start and end dates. (Lacks the adaptive questions or insights that setting reading through SmartBook provides but does contain the AI reader feature).
ReadAnywhere app	Maximize study time with ReadAnywhere™ The FREE ReadAnywhere app lets students download the eBook of their textbook on their smartphone or tablet, read, take notes highlight and more. If the course uses Connect, they can also access SmartBook assignments via the app for on-the-go convenience.



[Contact us today to learn more!](#)