

# The AI Playbook

## Mastering the Rare Art of Machine Learning Deployment

By Eric Siegel

### Notes for **ACKNOWLEDGEMENTS**

These notes include references, plus resources for further learning. For all the chapters' notes as well as information about the book in general, access the book's website at [www.bizML.com](http://www.bizML.com).

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Many thanks to Harvard Data Science Review for originally publishing my writing about UPS's deployment story in an article entitled, "To Deploy Machine Learning, You Must Manage Operational Change—Here Is How UPS Got It Right" (Issue 5.2, Spring 2023). The article tells the part of the UPS story covered mostly by this book's sixth chapter, as well as some aspects covered within the introduction.

Siegel, E. (2023). To Deploy Machine Learning, You Must Manage Operational Change—Here Is How UPS Got It Right. Harvard Data Science Review, 5(2).  
<https://doi.org/10.1162/99608f92.73fc83a3>

Thank you to Scientific American, which originally published my article on the accuracy fallacy, an earlier version of Chapter chapter 3's opening.

Accuracy Fallacy: The Media's Coverage of AI Is Bogus  
Eric Siegel, Scientific American, November 20, 2019  
<https://blogs.scientificamerican.com/observations/the-medias-coverage-of-ai-is-bogus/>