

The AI Playbook

Mastering the Rare Art of Machine Learning Deployment

By Eric Siegel

Notes for the NEW PREFACE TO THE PAPERBACK

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.

Generative AI versus Predictive AI: The Icing and the Cake

<https://www.bcg.com/x/the-multiplier/no-value-in-gen-ai-without-predictive-ai>

Updated survey results showing a poor deployment record of predictive AI, more recent than those described and cited in Chapter 0:

<https://www.kdnuggets.com/survey-machine-learning-projects-still-routinely-fail-to-deploy>

The AI Hype Cycle Is Distracting Companies

<https://hbr.org/2023/06/the-ai-hype-cycle-is-distracting-companies>

Related Forbes articles by Eric Siegel:

3 Ways Predictive AI Delivers More Value Than Generative AI

<https://www.forbes.com/sites/ericsiegel/2024/03/04/3-ways-predictive-ai-delivers-more-value-than-generative-ai/>

For Managing Business Uncertainty, Predictive AI Eclipses GenAI

<https://www.forbes.com/sites/ericsiegel/2025/11/11/for-managing-business-uncertainty-predictive-ai-eclipses-genai/>

How Predictive AI Will Solve GenAI's Deadly Reliability Problem

<https://www.forbes.com/sites/ericsiegel/2025/03/24/how-predictive-ai-will-solve-genais-deadly-reliability-problem/>

Agentic AI Is The New Vaporware

<https://www.forbes.com/sites/ericsiegel/2025/07/14/agentic-ai-is-the-new-vaporware/>

5 Ways To Hybridize Predictive AI And Generative AI

<https://www.forbes.com/sites/ericsiegel/2025/05/15/5-ways-to-hybridize-predictive-ai-and-generative-ai/>

Our Last Hope Before The AI Bubble Detonates: Taming LLMs

<https://www.forbes.com/sites/ericsiegel/2025/10/20/our-last-hope-before-the-ai-bubble-detonates-taming-llms/>

Hybrid AI: Industry Event Signals Emerging Hot Trend

<https://www.forbes.com/sites/ericsiegel/2026/02/09/hybrid-ai-industry-event-signals-emerging-hot-trend/>

Source for this quotation: "Generative AI is a seductive distraction from the type of AI that is most likely to make your life better, or even save it: predictive AI." —Margaret Mitchell, PhD, Chief Ethics Scientist, Hugging Face:

Generative AI hype distracts us from AI's more important breakthroughs

MIT Technology Review

<https://www.technologyreview.com/2025/12/15/1129179/generative-ai-hype-distracts-us-from-ais-more-important-breakthroughs/>

The extensive media coverage of this book, "The AI Playbook," which supports the enduring value of predictive AI:

<https://www.machinelearningkeynote.com/press>