# Navigating the AI landscape: between expectation and reality



In a landscape teeming with speculation, the discourse surrounding artificial intelligence (AI) automation and its implications for businesses continues to evolve, marked by a significant dichotomy between expectation and reality. The year 2023 witnessed Google CEO Sundar Pichai asserting the transformative potential of AI, likening its impact to that of fire and electricity during a notable episode of '60 Minutes'. However, as the calendar moved into 2024, it became evident that many businesses had entered a phase labelled the "trough of disillusionment" concerning AI, struggling to achieve the anticipated value commensurate with their investments.

Linus Torvalds, the creator of Linux, contributed a critical perspective by describing the tech industry's AI landscape as being characterised by "90 percent marketing and ten percent reality." This sentiment reflects a growing sentiment that, amidst the substantial marketing promises, the actual capabilities and implementations of AI are far more limited than many anticipated.

Countering this scepticism are Peter Weinberg and Jon Lombardo, co-founders of Evidenza, who articulated their views in 'MarketingWeek', suggesting that the prevalent notion of disillusionment may be misguided. They assert that "the bubble isn’t in AI – it’s in AI denial," advocating for a focus not solely on the capabilities of the technology but rather on how to effectively navigate the learning curve that accompanies its adoption. "The amount of leverage that AI creates is proportional to the skill of its player," they noted, emphasising the importance of strategic application over superficial use.

Their insights draw attention to a common misstep where marketers have become predominantly fixated on utilizing AI for simpler tasks such as crafting social media posts. They argue that this narrow use limits the efficiency gains AI can provide. Instead, dedicating AI to more complex tasks, such as market segmentation, targeting, and positioning, could yield revolutionary improvements in business practices.

Further supporting this notion, Ellie Graeden, a partner at Luminos.Law, provided her assessment to 'VentureBeat'. Graeden warned against the misconception that AI is a catch-all solution capable of generating immediate value across various applications. This misunderstanding can result in organisations launching numerous initiatives without strategic direction, akin to "firing off flurries of arrows and drawing bullseyes around the spots where they land." She advised that to realise AI's full potential, businesses must first clarify their objectives and focus their efforts on achieving them. In some cases, this might include developing non-AI solutions or employing simpler, more direct AI applications that better meet specific needs.

As AI technology continues to develop, the conversation around its potential and limitations remains pertinent. The insights from industry leaders reflect a deeper understanding of AI's role in business, shifting attention from mere automation to strategic application, suggesting that future success in this field may depend significantly on how well organisations harness and apply this evolving technology.

Source: [Noah Wire Services](https://www.noahwire.com)

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