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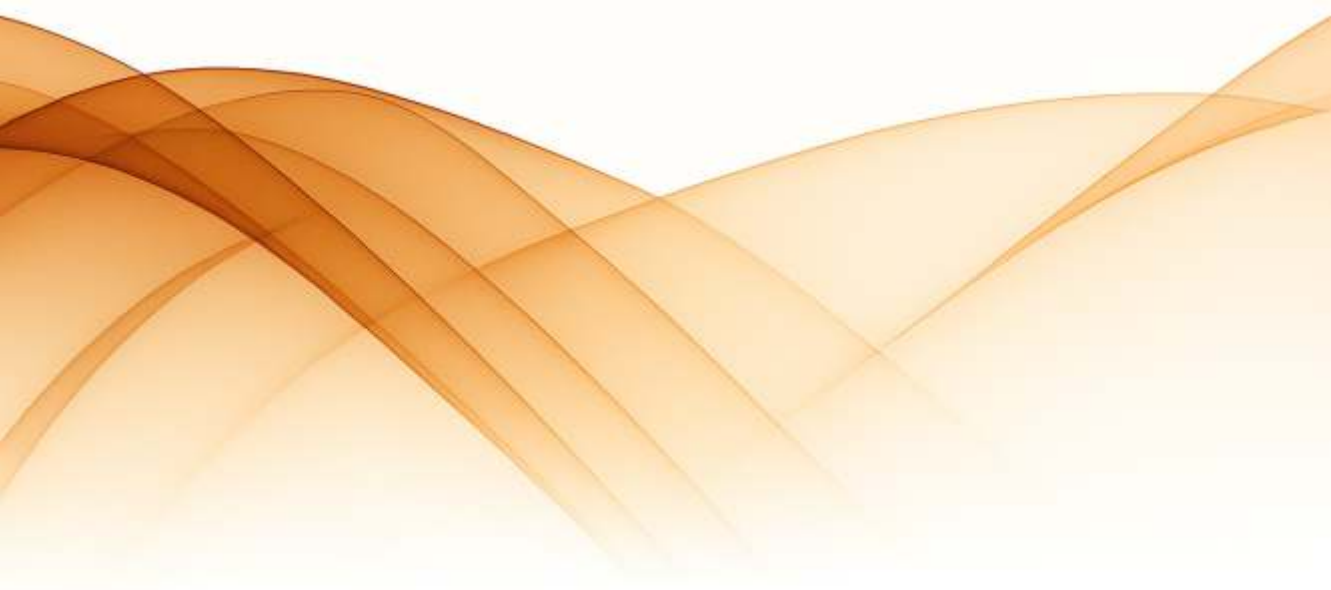
The New Frontiers of Financial Services

Redefining Value with Artificial Intelligence-Driven Intelligence and Automation



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Preface

The world of financial services is undergoing a generational shift. At its core, this transformation is being driven by artificial intelligence, next-generation digital infrastructure and intelligent automation, all of which are combining to reshape how we think about money, trust and value. This book brings you inside this changing world. It is written for professionals, researchers, academics and anyone with an interest in making sense where finance is heading and how these changes are impacting us, as consumers, investors and the future of banking and risk management in the digital age. Whether it's robo-advisors making financial planning more accessible, or AI helping institutions make smarter, faster decisions, this book explores the real-life applications and human impact of these technologies. You'll find rich studies, historical context, and glimpses into the future that show a clear picture of what's changing and why it matters.

But beyond deciphering tech, this book links innovation to the individual's everyday life. It provides a road map for navigating the opportunities, challenges and ethical questions of this new age for finance, and as such is an essential guide for anyone trying to stay ahead in a world where intelligence increasingly resides, in many different forms that aren't human.

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