Author Product Proposal

## Title – Amazon Bedrock: Generative AI Mastery

## (Alternative Title: Generative AI with Amazon Bedrock)

## Subtitle – A Practical Guide for Mastering Generative AI Applications Using Amazon Bedrock

## Description – Amazon Bedrock: Generative AI Mastery" is a comprehensive guide designed to empower readers with the knowledge and skills necessary to excel in the field of generative AI. From understanding the fundamentals to mastering advanced techniques, this book offers a step-by-step approach to leveraging the power of Amazon Bedrock for building, deploying, and securing generative AI applications.

## Through structured chapters and hands-on examples, readers will explore key concepts such as prompt engineering, retrieval-augmented generation, and model evaluation. The book provides detailed insights into the Amazon Bedrock platform, including its setup, lifecycle management, and integration with Amazon SageMaker.

## With a focus on practicality and real-world applications, each chapter includes use cases and best practices for implementing generative AI solutions across various industries. From text summarization to image generation and conversational AI bots, readers will gain a deep understanding of how generative AI can revolutionize business processes and enhance user experiences.

## In addition to technical insights, the book also addresses crucial topics such as data privacy and security, and responsible AI practices. Readers will learn how to navigate governance and monitoring challenges while ensuring compliance with ethical standards and regulations.

## As a valuable resource for both beginners and experienced practitioners, "Amazon Bedrock: Generative AI Mastery" equips readers with the tools and knowledge needed to excel in the rapidly evolving field of generative AI. Whether you're a data scientist, AI engineer, or business professional, this book will empower you to harness the full potential of generative AI and drive innovation in your organization.

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## Style (The approach of the book) – Mind sharing + Flowchart + Code Snippets + GitHub with code Sample

## Target Audience – The target audience for "Amazon Bedrock: Generative AI Mastery" includes:

## Data Scientists: Professionals who specialize in analyzing and interpreting complex data sets will benefit from learning about generative AI techniques and how to implement them using Amazon Bedrock.

**AI/Machine Learning Engineers**: Individuals responsible for designing, implementing, and deploying AI and machine learning models, seeking to enhance their expertise in generative AI and explore the capabilities of the Amazon Bedrock platform.

**AI/ML Architects**: Architects who design the overall AI/ML infrastructure and systems within organizations, looking to understand how generative AI fits into their architecture and how to leverage Amazon Bedrock effectively.

**Business Leaders and Decision Makers**: Executives and decision-makers seeking to understand the potential of generative AI for driving innovation, enhancing customer experiences, and gaining a competitive edge in their industry.

## Software Developers: Developers interested in incorporating generative AI capabilities into their applications, particularly those leveraging the Amazon Web Services (AWS) ecosystem, will gain insights into how to integrate and deploy models effectively using Amazon Bedrock.

## AI Enthusiasts/ Students/ Educators: Individuals with a keen interest in artificial intelligence and machine learning, regardless of their professional background, can use this book to deepen their understanding of generative AI techniques and their practical implementation using Amazon Bedrock.

## Overall, the book caters to a diverse audience ranging from technical practitioners to business professionals who are interested in mastering generative AI and leveraging the capabilities of Amazon Bedrock for building advanced AI applications.

## Competition – <https://www.amazon.in/Generative-AWS-Context-Aware-Multimodal-Applications/dp/935542793X/ref=sr_1_3?crid=3GAV780LPHA32&dib=eyJ2IjoiMSJ9.nsUdhUUvLrnmqJ6nqKBTjaK1Y-6ssxk0806KLSYZ4Jg7sVzk7bg6OYCpe-BBhS25xIxcH5m8lcXZupSURcSJpR13WKA9tnShQaXxymxyA7IaoT_Kj1dWHE6Nza813_zrlvQRcnIy2MZNQ63vVTy8dVL4gUjc5MDC5ZDmkd_83wWmb1S1f4StxDhDQAs3XMU3BKAOpu8J9yQ27aZsVqGAHJLXwxGSByKZiKViaGu95nY.oqXkF7wV71StFZPi15hHZ7p2X-eZSDjs-NjwBHjHRhc&dib_tag=se&keywords=generative+AI&qid=1708511703&sprefix=generative+ai+%2Caps%2C224&sr=8-3>

## Unique Selling Points – The unique selling point of "Amazon Bedrock: Generative AI Mastery" lies in its comprehensive coverage of generative AI techniques and its specific focus on leveraging the Amazon Bedrock platform. Unlike generic AI books, this guide provides detailed insights into the intricacies of generative AI, including prompt engineering, retrieval-augmented generation, and model evaluation, while demonstrating how to implement these techniques effectively using Amazon Bedrock.

## Key features that set this book apart include:

## Practical Guidance: The book offers practical, hands-on guidance, accompanied by use cases and real-world examples, enabling readers to apply generative AI techniques to solve complex problems in various industries.

## Amazon Bedrock Expertise: By focusing on Amazon Bedrock, readers gain in-depth knowledge of a cutting-edge AI platform, learning how to set it up, manage models throughout their lifecycle, and integrate it with Amazon SageMaker.

## Emphasis on Governance and Responsibility: The book addresses crucial topics such as data privacy, network security, and responsible AI practices, ensuring that readers understand how to navigate governance challenges and comply with ethical standards and regulations.

## Comprehensive Index: The structured index covers a wide range of topics, from foundational concepts to advanced techniques, making it a valuable resource for both beginners and experienced practitioners.

## Overall, "Amazon Bedrock: Generative AI Mastery" stands out as an essential guide for anyone looking to master generative AI techniques and harness the full potential of the Amazon Bedrock platform.

## Websites (supporting the need for the proposed title) – Need to understand the detail expectation

## Completion date – 14 weeks (1 week each Chapter on avg)

## Approx. Page Count – 200 Pages + GitHub code bases

## About The Author – Avik Bhattacharjee, a seasoned AI/ML & Data Evangelist, Speaker, Tech blogger, brings over a decade of experience to the forefront of cutting-edge technology. With a strong background in AI/ML development, Avik has spearheaded numerous projects in diverse domains, ranging from healthcare to finance. His expertise lies in architecting robust AI solutions that leverage the latest advancements in generative AI and machine learning algorithms. Avik's passion for innovation and his relentless pursuit of excellence have earned him recognition as a thought leader in the AI community. Through his comprehensive understanding of AI technologies and platforms like Amazon Bedrock, Avik empowers professionals worldwide to unlock the full potential of AI for transformative impact. As an author, his book "Amazon Bedrock: Generative AI Mastery" stands as a testament to his commitment to sharing knowledge and driving progress in the field of AI.

Avik Bhattacharjee is working on Amazon Web services (AWS) as a Global Partner Solution Architect.