**Generative AI in Business**

Until now, you have familiarized yourself with what generative AI is and how to distinguish it from standard AI. You also gained an understanding of the capabilities of generative AI for business functions, some of its potential pitfalls and shortcomings, and the relevant terminology associated with it.

Review the following resources to learn more:

* [Definition of generative AI](https://learn.microsoft.com/en-us/training/modules/fundamentals-generative-ai/2-what-is-generative-ai?ns-enrollment-type=learningpath&ns-enrollment-id=learn.intro-generative-ai): Learn more about how Microsoft defines generative AI, including the different input and output features that can be sent and received from it.
* [Amazon Q Business and Amazon Q Developer](https://www.infoq.com/news/2024/05/amazon-q-developer-business/): Gain insight into the growing role of generative AI in the business world and how it is used to automate tasks, improve decision-making, and drive innovation. Explore examples of how AI is transforming businesses and creating new opportunities for those with AI skills.
* [ETBI Digital Library AI glossary](https://library.etbi.ie/ai/glossary): Discover a valuable resource for anyone learning about artificial intelligence, especially in the context of education. Explore clear and concise definitions of key terms, demystifying complex concepts and jargon often associated with AI.
* [Microsoft’s AI Access Principles](https://blogs.microsoft.com/on-the-issues/2024/02/26/microsoft-ai-access-principles-responsible-mobile-world-congress/): gain valuable insights into Microsoft's commitment to responsible AI development and deployment. Learn more about Microsoft's AI Access Principles, a set of guidelines that prioritize innovation, fairness, reliability, safety, privacy, security, inclusiveness, transparency, and accountability in AI technologies.

Incorporate your newfound knowledge of generative AI to understand its technical foundations, potential applications, and limitations to harness its full potential while reducing its associated risks.