AI in Marketing

A Court Cannot Define "More Capable": The AI Freeze Lawsuit Loses on the Point It Gets Right

November 17, 2026



Two lawsuits, same courthouse, four days apart, built on the same evidence. One asks a judge to define...

How to Roll Out Microsoft 365 Copilot Without Restricted SharePoint Search: A CTO's Guide for Swiss SMEs

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What do you do when the containment feature your Copilot pilot was built on stops accepting new tenants?...

AI This Week: Who Carries the Risk, From Wells Fargo's Section 15 to OpenAI's Locked Watermark Detector

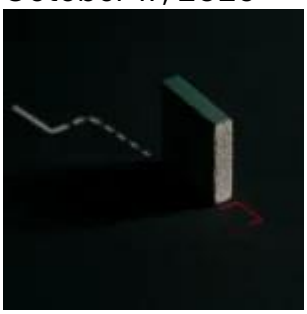
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OpenAI shipped EU text watermarking and gave the detector to approved researchers only. Wells Fargo will treat every...

Workflow Bots: Myth vs Reality, Only 130 Real Agent Vendors and 58% That Drops to 35%

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Gartner counts roughly 130 genuinely agentic vendors out of the thousands claiming it. The same firm expects 33%...

Six Interventions, 3,982 People: Warning Users About Sycophantic AI Changed Trust, Not Persuasion

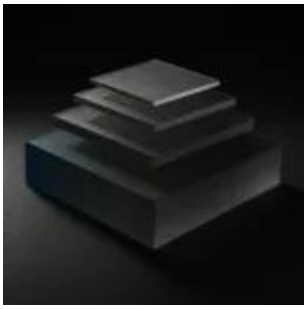
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Six interventions. 3,982 participants. None of them reduced how persuasive a sycophantic chatbot was. The warnings worked on...

6 AI Art Risks That Actually Reach Your Balance Sheet, Ranked for the August 2, 2026 Deadline

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“Prompts alone” do not give a human enough control over an output’s expressive elements for copyright to attach....

Enterprise AI ROI: 5 Numbers Everyone Quotes Wrong, From “95% Fail” to McKinsey’s 37%

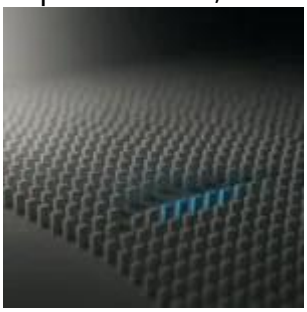
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Six percent of McKinsey’s 1,719 respondents qualified as AI high performers. That single figure is the entire source...

AI Music by the Numbers: 90,000 Tracks a Day, 50% of Uploads, 3% of Streams

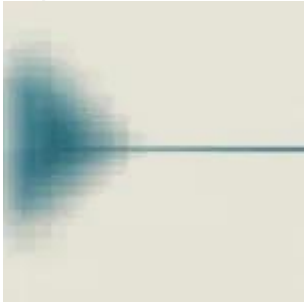
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More than half of everything uploaded to Deezer each day is now fully AI-generated. Those tracks pull 1...

Dr. Project AI: An AI-Native Project Manager With Live Voice, Now in Early Access

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61% of project management products now ship AI features. Only 43% of organisations actually use them.

The METR 19% Slowdown Was Never About AI Being Slow: It Was About the 39-Point Gap Between Feeling and Stopwatch

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The most-cited study in AI coding just reversed its own sign, and the number that mattered was never…

MCP, Explained: How the Model Context Protocol Actually Works — and Why 91.8% of Servers Ship Without Auth

August 31, 2026



Every major AI vendor adopted MCP within five months of its release. Then researchers scanned 21,000 public MCP…

Texas AG Launches Investigation Into Meta AI Studio and Character.AI for Deceptively Marketing Chatbots as Mental Health Tools

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Texas just became the first state to treat AI chatbots claiming to offer therapy as potential consumer fraud—not…

OpenAI Launches Operator on January 23—ChatGPT Pro's $200/Month Browser Agent Scores 38.1% on OSWorld, 58.1% on WebArena

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OpenAI just shipped an AI that fails 62% of the time on desktop tasks, costs $200 per month,...

AMC Networks Partners with Runway on June 4 to Generate Marketing Assets with Gen-4 AI—Deploys Across The Walking Dead and Interview with the Vampire

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A major cable network just eliminated traditional marketing shoots for its biggest franchises. AMC Networks announced a partnership...

Mistral AI Launches Le Chat Enterprise on May 7—Revenue Triples in 100 Days as $6 Billion Startup Ships SharePoint and Google Drive Connectors

May 27, 2026



A French AI startup just did something OpenAI and Anthropic have avoided: ship native connectors for SharePoint and...

Anthropic Raises $30 Billion at $900B Valuation—Overtakes OpenAI for First Time with $10.9B Q2 Revenue and $45B SpaceX GPU Contract

May 25, 2026



The company that called itself the "responsible AI" lab now spends $1.25 billion monthly on SpaceX compute and...

FLORA Launches FAUNA on April 3: $52M-Backed AI Creative Agent Integrates 50+ Models on Node-Based Canvas to Combat Content Homogenization

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Netflix is paying $16/month for an AI tool designed to make creative work slower. That sentence should break...

OpenAI Signs Pentagon AI Contract After Anthropic Declines—Department of War Deal Announced February 28, 2026 Despite 'Rushed' Optics

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Anthropic said no to the Pentagon. OpenAI said yes 24 hours later. One company's red line just became...

Loblaw Integrates PC Express Into ChatGPT—First Canadian Grocer to Turn Conversational AI Into Direct Sales Channel

February 12, 2026



Canada's largest grocery chain just embedded its entire commerce stack inside a chatbot. Loblaw's PC Express integration with...

ChatGPT's Market Share Drops to 61.3% as Gemini Surges 237% Year-Over-Year—The AI Chatbot Monopoly Era Ends

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ChatGPT lost 25 percentage points of market share in 12 months. The company that ate its lunch isn't...

Microsoft Copilot Checkout Launches with PayPal, Shopify, and Stripe Integration: Shopping Sessions 33% Shorter, Purchases Up 194%

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Microsoft just weaponized its conversational AI into a transaction layer—and the early numbers suggest a fundamental shift in...

TII's Falcon-H1R 7B Outperforms 47B Models on Math Reasoning While Running on a 16GB Laptop

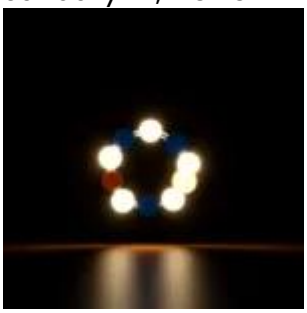
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A 7-billion parameter model just scored 88.1% on AIME-24 math reasoning, beating models with 47 billion parameters. The...

Google Launches Universal Commerce Protocol: Open Standard Backed by Shopify, Walmart, Visa, and Mastercard Enables AI Agents to Execute Purchases Across Any Retailer Without Custom Integrations

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Six days ago, Google announced the infrastructure layer that makes AI-powered shopping actually work at scale—and they convinced...

Apple Confirms $1 Billion Annual Google Gemini Deal: 1.2 Trillion Parameter Model Powers Siri After In-House AI Delays

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Apple's $1 billion annual payment to Google for AI infrastructure confirms what the industry whispered for two years:...

Calibrated Confidence Prompting: The Silent Shift from Asking Better to Trusting Smarter

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Everyone's arguing prompt engineering is dead. Meanwhile, engineers who actually ship LLMs to production discovered something more valuable:...

The Arena Manipulation Economy: How Meta's Llama 4 Scandal Exposed the $10B Industry Built on Leaderboard Gaming—And Why Your Model Selection Strategy Is Broken

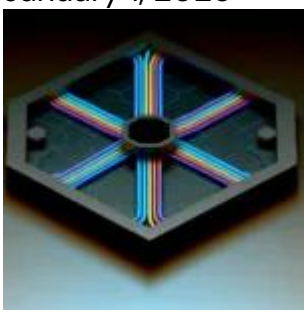
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Your enterprise just bet millions on a leaderboard ranking that was deliberately engineered to deceive you. The model...

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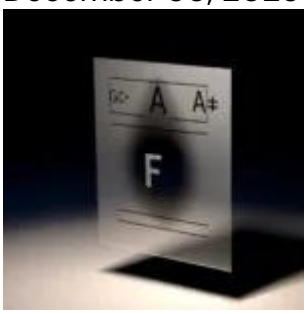
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The numbers don't lie: while you debated OpenAI vs Anthropic, one platform quietly routed more tokens than both...

The Self-Graded Test Crisis: Why AI Labs Funding Their Own Benchmarks Just Turned Model Comparisons Into Marketing Theater

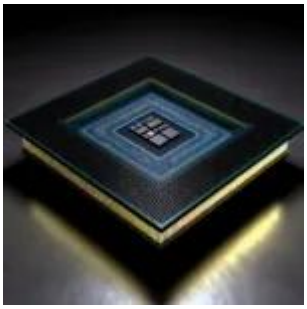
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The benchmark scores you're using to select AI models are probably fabricated. Not in a legal sense—but in...

The 8-Second Wall: Why AI Video Generation Is Hitting a Memory Bottleneck That No Amount of Training Can Fix

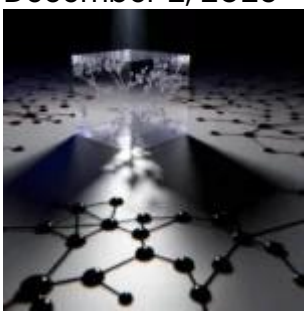
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Google just shipped the most realistic AI video generator ever made, and nobody's talking about the elephant in...

When AI Cannot Explain Itself: The Hidden Cost of Neural Network Opacity

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What happens when an AI system refuses to explain its decisions—and your career depends on the answer?

Why Your Team Keeps Starting and Abandoning Projects (And It's Not About Execution)

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Something satisfying happens when you stop to think about why you do what you do.

Why the Shift from Benchmark Scores to Real-World Usability is Redefining AI Model Comparisons in 2025

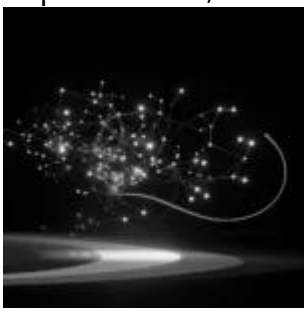
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What if everything you think you know about choosing the best AI is already outdated? In 2025, industry...

Why the Shift from Benchmark Scores to Real-World Usability is Reshaping AI Model Comparisons in 2025

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Are you still letting AI leaderboard scores dictate your tech stack? You might be backing the wrong horse...

The AI Ethics Governance Vacuum: How Trump's EO 14179 Creates Enterprise AI's Biggest Risk-Reward Paradox

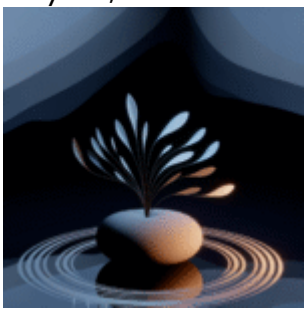
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Your compliance team just became obsolete overnight, and they don't even know it yet—Trump's AI deregulation bomb means...

Why OpenAI's Agent Mode Is Secretly Training Your Competition While You Sleep

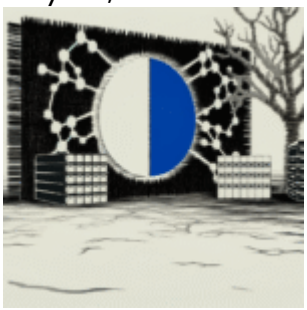
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ChatGPT's new Agent mode isn't just automating your tasks—it's creating the most comprehensive corporate espionage dataset in history,...

Why AI startups are building firewalls instead of features: The hidden infrastructure war no one talks about

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Your AI startup just raised $50M. Congratulations—now here's why you might fail anyway. While competitors chase the next...

Why Experienced Developers Are 19% Slower With AI Coding Tools: The Productivity Paradox Nobody Talks About

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Everyone's betting on AI to 10x developer productivity. But what if the data shows the opposite? New research...

The $10B Automation Paradox: Why 61% of Enterprise Workflow Bots Sit Unused

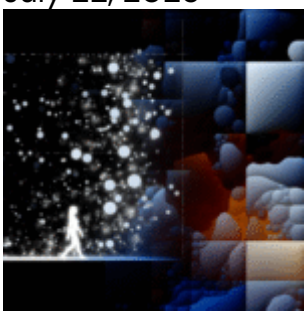
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Your company probably spent six figures on workflow automation tools this year. Yet most of your bots are...

The Hidden Cost War: Why OpenAI's o3-pro vs Google's Gemini 2.5 Isn't About Performance Anymore

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The AI performance race just died in July 2025, and most people missed the funeral. OpenAI's o3-pro admission...

LLMs Meet Real-Time Social Data: How xAI's Grok-3 Is Resetting the AI Startup Playbook

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While AI giants feed their models yesterday's data, xAI just cracked the code on tomorrow's intelligence—and the implications...

How Strategic Partnerships Between AI Startups and Cloud Giants Are Shaping the Next Wave of AI Innovation

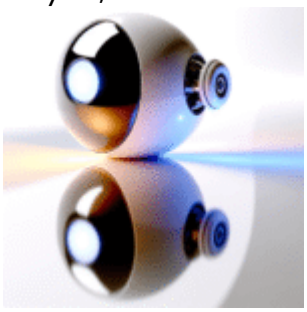
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AI startups are realizing that scale isn't won through code alone—it's won through the right cloud handshake.

The New Frontier of Autonomous AI Agents

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What if your AI could execute complex business tasks autonomously? As OpenAI and AWS lead the charge with...

AI Tools Shaping the Future of Remote Collaboration: Insights from Recent Innovations

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In 2025, using AI tools isn't just an option, it's imperative for any remote team aiming for peak...

The Trust Paradox: Why Accelerating AI Regulation Could Backfire and Stifle Ethical Innovation in 2025

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Recent discussions in the realm of AI ethics have focused heavily on the need for accelerated regulation and...

The Next Frontier: How Sentient Workflow Bots Are Rewriting the Rules of Collaboration in 2025

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In 2025, it's increasingly likely that your next teammate could be a bot—intelligent, adaptable, and effective in ways...

Beyond Chatbots: How AI-Powered Business Consultants Are Revolutionizing Strategic Decision-Making in 2025

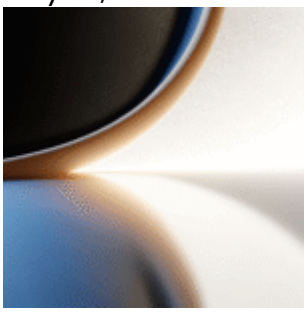
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In 2025, the landscape of business consulting is evolving. While generative AI chatbots like ChatGPT have made significant...

Leveraging AI-Driven Micro-Content Strategies for Sustained LinkedIn Engagement in 2025

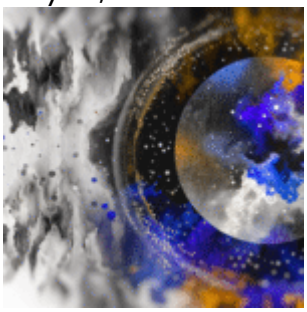
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Are you still creating long-form posts for LinkedIn? It's time to rethink your strategy. The future of engagement...

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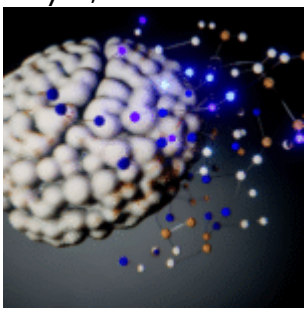
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In 2025, the AI landscape is evolving rapidly, and with it, our understanding of what constitutes the 'best'...

Navigating the AI Brain Drain: How OpenAI Alums Are Shaping the Future of AI

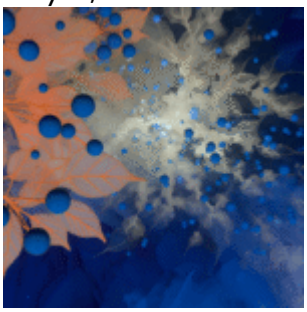
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The narrative around AI is changing. We are witnessing a significant trend where alumni from OpenAI are not...

The Rise of Agentic AI Startups: Navigating the Next Frontier

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