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INDUSTRY GUIDE
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Artificial Intelligence (AI) Industry Guide

This guide is designed for anyone starting or running a business related to Artificial Intelligence (AI).

We have highlighted some of the key resources about Artificial Intelligence that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated February 2025
Seema Rampersad & Amy Miller

Cover image credit: Peter Carr

bl.uk/bipc

 [linkedin](#)

 [Instagram](#)

Definitions of AI

As a new topic, there are multiple new areas and developments in Artificial Intelligence (AI). This section leads to sources of definitions and glossary:

Alan Turing Institute

Data Science and AI Glossary

turing.ac.uk/news/data-science-and-ai-glossary

ICAEW

Glossary of Generative AI Terms

icaew.com/technical/technology/artificial-intelligence/generative-ai-guide/glossary

Mckinsey Company

What is AI?

mckinsey.com/featured%20insights/mckinsey%20explainers/what-is-ai

Nesta - UK Agency for Social Good

AI Glossary

nesta.org.uk/feature/ai-glossary

UK Parliament - AI Glossary

Glossary of Artificial Terms by the UK Parliament.

post.parliament.uk/artificial-intelligence-ai-glossary

Wikipedia

Glossary of AI Terms

en.wikipedia.org/wiki/Glossary_of_artificial_intelligence

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Accessible via electronic resources.

Business Opportunity Profiles (BOP)

Artificial Intelligence (AI)	SEC111
Artificial Intelligence (AI)	SEC118

Industry Snapshots (SYN)

Artificial Intelligence	SYN025
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Intellectual Property (IP) and Artificial Intelligence (AI)

Intellectual Property Office

The government's code of practice on copyright and AI
Summary of the government's ongoing programme of work to develop a code of practice on copyright and AI.

[gov.uk/guidance/the-governments-code-of-practice-on-copyright-and-ai](https://www.gov.uk/guidance/the-governments-code-of-practice-on-copyright-and-ai)

Office of Artificial Intelligence

The Office for Artificial Intelligence is now part of the AI Policy Directorate in the Department for Science, Innovation and Technology (DSIT). Content from the Office can be found on DSIT's GOV.UK pages.

[gov.uk/government/organisations/office-for-artificial-intelligence](https://www.gov.uk/government/organisations/office-for-artificial-intelligence)

Lexology - Some advice: for AI tool creators

- Check licence rights to ensure non- infringement of third party rights.
- Exempt sources that do not permit data scrapping.
- Keep records of all sites used in your dataset – required for EU law.

[lexology.com/library/detail.aspx?g=58088056-5996-467d-965b-1e071fa3528c](https://www.lexology.com/library/detail.aspx?g=58088056-5996-467d-965b-1e071fa3528c)

WIPO

Generative AI and Intellectual Property

Factsheet - Generative AI: Navigating Intellectual Property is intended to assist organizations adopting GenAI tools in understanding the IP risks, asking the right questions, and considering potential safeguards.

[wipo.int/about-ip/en/frontier_technologies/news/2024/news_0002](https://www.wipo.int/about-ip/en/frontier_technologies/news/2024/news_0002)

Frequently Asked Questions

[wipo.int/about-ip/en/artificial_intelligence/faq](https://www.wipo.int/about-ip/en/artificial_intelligence/faq)

Market Research and Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



eMarketer

eMarketer produces reports from high-level overviews of the trends, forces, and players affecting the industry, to product and company rankings and comparisons focused on digital consumer and retail markets.

- Tech Trends to Watch in 2025: 5 AI and Design Advances Reshaping How Consumers Engage (Dec 10, 2024)
- Generative AI Trends to Watch in 2025: Governance Is a Priority as Investments Surge, AI Agents Go Mainstream, and GenAI Search Proliferates (Jan 7, 2025)
- AI companies face stringent standards and penalties under EU's AI Act (Feb 3, 2025)
- Consumers wary of AI-generated marketing content, AI-driven ad targeting (Feb 14, 2025)
- 5 key stats on agentic AI (Jan 22, 2025)
- B2B SEO and the Impact of AI on Organic Search: Balancing Innovation and Fundamentals in the Age of AI (28 May 2024)
- Generative AI Chatbots in Retail: Is ChatGPT a Game Changer for the Customer Experience? (21 June 2024)
- B2B Social Media Marketing Success: Influencers, AI, and Authenticity Are Key (14 June 2024)
- More than 90% of ad agencies are using generative AI (24 June 2024)
- People think social media, search companies most impacted by generative AI (2 July 2024)

Frost & Sullivan

Frost & Sullivan publish many reports analysing market and technological developments within the global energy market. The following list is a selection of recent titles:

- Global Quality AI Growth Opportunities, 2024-2028
- Artificial Intelligence Growth Opportunities
- US DoD Artificial Intelligence Growth Opportunities
- Generative Artificial Intelligence (GenAI) Applied for Internet of Things (IoT): Growth Opportunities
- Growth Opportunities of Artificial Intelligence in the Built Environment – Customer Insights and Business Models
- Growth Opportunities in Artificial Intelligence, Quantum Algorithms, Gen AI, Machine Learning, Data Management, Reinforcement Learning
- Generative AI Emerges as a Globally Disruptive Technology



GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- Megatrends for technology
- AI Hub

Please note that many articles about Artificial Intelligence (AI) (from business journals and newspapers) are available from our electronic sources: eMarketer, Business Source Complete (EBSCO), Factiva, ABI Inform Global etc.



IBISWorld

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- IBIS World does not have a separate report focused on Artificial Intelligence, however their industry report will address the impact of artificial intelligence on specific industries as well as highlight the opportunities by AI in that sector.
- UK-J6201 Software Development in the UK



Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Technology Trends – UK – Winter 2024
- What AI-powered personal assistants mean for the future of retail – UK – 2025
- Mintel Connect: How to connect with Consumers in the 'Age of AI' - July 2024

Statista

- Artificial Intelligence (AI) in Business
- Artificial Intelligence (AI) in the United Kingdom
- Artificial Intelligence (AI) use in Marketing in the United Kingdom
- Artificial Intelligence: in-depth market analysis
- Target Audience: Artificial Intelligence (AI) enthusiasts in the United Kingdom

There are usually similar titles for other countries on Statista along with stand-alone statistics and surveys

Business News and Journals



Factiva

In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

Business Source Complete

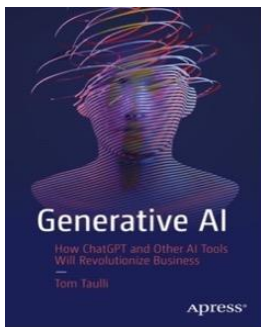
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

EMIS

You will also find articles covering recent developments and predicting future trends in your industry.

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.

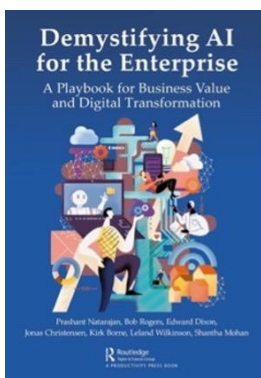


Generative AI: How ChatGPT and Other AI Tools will Revolutionize Business by Tom Taulli

(Apress, 2023)

[SBH.PDIP.188 – Product Development and IP Section]

This book shows how generative technology works and the drivers. It also looks at the applications – showing what various start-ups and large companies are doing in the space. There is also a look at the challenges and risk factors.

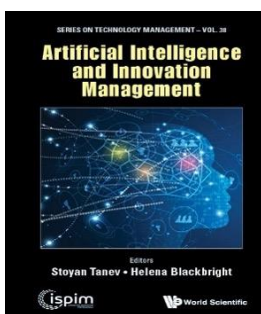


Demystifying AI for the Enterprise: A Playbooks for Business Value and Digital Transformation by Prashant Natarajan et al.

(Routledge, 2022)

[SBH.PDIP.146 – Product Development and IP Section]

This book demystifies AI for the enterprise. It takes readers from the basics (definitions, state-of-the-art, etc.) to a multi-industry journey, and concludes with expert advice on everything an organization must do to succeed. Along the way, we debunk myths, provide practical points, and include best practices with applicable vignettes.

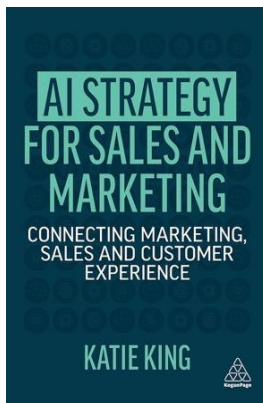


Artificial Intelligence and Innovation Management by Stoyan Tanev and Helena Blackbriht

(World Scientific, 2022)

[SBH.PDIP.151 – Product Development and IP Section]

This book discusses AI as a source of innovation both in terms of innovation within the field of AI itself (AI innovation) and in terms of how it enables or disrupts innovation in other fields (AI-driver innovation) and explores different aspects of the relationship between artificial intelligence and innovation management.



AI Strategy for Sales and Marketing: Connecting Marketing, Sales and Customer Experience by Katie King

(KoganPage, 2022)

[SBH.MSM.335 – Marketing and Social Media Section]

This book presents a framework for understanding how AI can boost customer centricity and sales by creating a connected strategy that delivers value both today and into the future. Supported by practical tips and advice throughout, it covers topics including personalization, upskilling, customer experience for both on and offline shopping channels and the importance of using AI responsibly to create consumer trust.

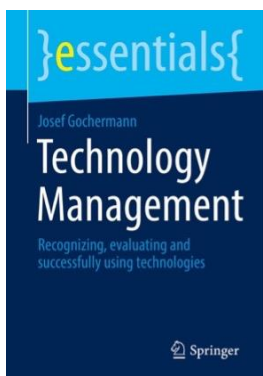


The Year in Tech 2022

(Harvard Business Review, 2021)

[SBH.PDIP.165 – Product Development and IP Section]

This book will help you understand what the latest and most important tech innovations mean for your organization and how you can use them to compete and win in today's turbulent business environment.



Technology Management: Recognizing, evaluating and successfully using technologies by Josef Gochermann

(Springer, 2022)

[SBH.ODHR.260 – Organisational Development & HR]

This book covers how to identify new technologies, properly evaluate relevant technologies, recognise opportunities, make new technology available, and plan the use of technologies strategically.

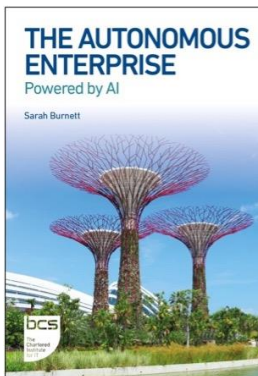


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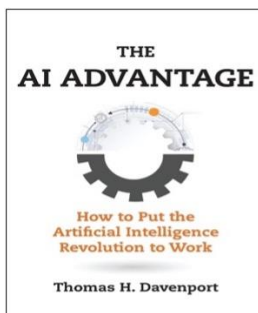


The Autonomous Enterprise: Powered by AI by Sarah Burnett

(BCS Learning and Development, 2022)

[SBH.PDIP.170 – Product Development and IP Section]

This book is a guide to artificial intelligence, presenting the concepts in real world contexts by covering the art of the possible today and providing glimpses into the future of business.

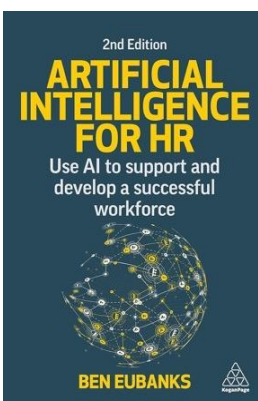


The Ai Advantage: How to put the artificial intelligence revolution to work by Thomas H. Davenport

(MIT Press, 2019)

[SBH.ODHR.185 – Organisational Development & HR]

A guide to using artificial intelligence in business, describing what technologies are available and how companies can use them for competitive advantage.

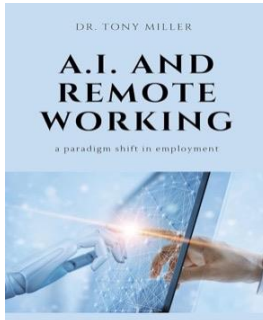


Artificial Intelligence for HR: US AI to support and develop a successful workforce by Ben Eubanks

(KoganPage, 2022)

[SBH.ODHR.216 – Organisational Development & HR]

This book, in its second edition, features material on applications of AI for virtual work, reskilling and data integrity with practical advice, research and case studies.

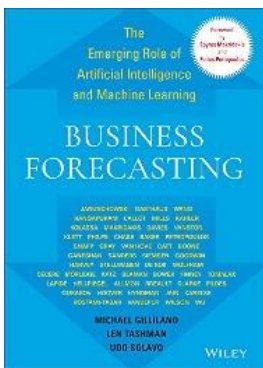


AI and Remote Working: a paradigm shift in employment by Tony Miller

(Business Expert Press, 2022)

[SBH.ODHR.196 – Organisational Development & HR]

This book will guide you through AI, how it will affect employment and existing processes, and what the employer and employee can expect in the new and rapidly changing world of work.



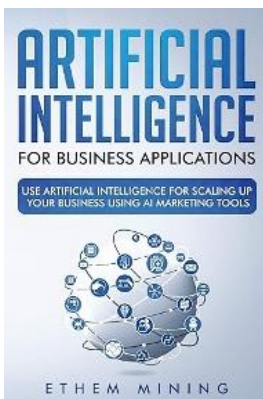
Business forecasting: the emerging role of artificial intelligence and machine learning

(Wiley, 2021)

[SBH. FIN.77 – Finance]

This book focuses on the role played by machine learning and AI in the forecasting process and lays out brand-new research, case studies, and thoughtful discussions covering an array of practical topics, offering multiple perspectives on issues like monitoring forecast performance, forecasting process, communication and accountability for forecasts, and the use of big data in forecasting.

Must be ordered through the British Library's catalogue: bl.uk/research



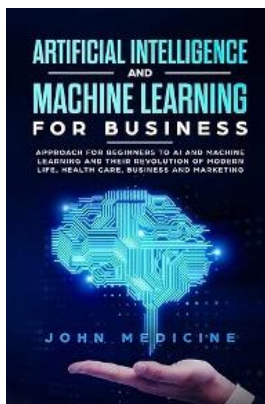
Artificial Intelligence for Business Applications : Use Artificial Intelligence for Scaling Up Your Business Using AI Marketing Tools by Ethem Mining

(Everooks Ltd. 2019)

Shelfmark: YKL.2022.a.21965

You will find information on the new types of services that are arising as AI is getting implemented on a global scale and you can find tips on how you can integrate virtual assistants into their business processes. In this book, you will find information on aligning the strategy of a business with AI, evaluating the impact of its implementation and the steps on how to plan their AI business strategy. Chapters include:

- How to predict consumer behaviour using AI
- The benefits for your business
- How to evaluate and build AI strategies for your company
- How to easily acquire new customers
- How to set up a good email marketing strategy
- How to promote your chatbots and autoresponders
- How to use and exploit big companies AI to promote your business

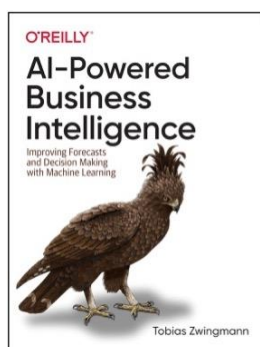


Artificial Intelligence and Machine Learning for Business: Approach for Beginners by John Medicine
(2019)

Shelfmark: YKL.2022.a.15567

This book is designed for non-tech people to understand how artificial intelligence and machine learning works and how it can be applied to business. Chapters include:

- How Machine Learning works
- AI Models and Networks
- AI applied to complicated Tasks
- How apply AI to your Marketing
- How AI is changing Business
- The secret of Big Tech companies



AI-powered business intelligence: improving forecasts and decision making with machine learning by Tobias Zwingmann

(O'Reilly, 2022)

Shelfmark: (B) 658.472028563

This book helps BI professionals, business analysts, and data analytics understand high-impact areas of artificial intelligence to leverage popular AI-as-a-service and AutoML platforms to ship enterprise-grade proofs of concept without the help of software engineers or data scientists.

Government Information, Legislation and Internet Sources

Websites containing free sources of industry information, legislations and contacts in an constantly evolving and developing area. See the following for updates and sources of information:



Artificial Intelligence Main Page

gov.uk/business-and-industry/artificial-intelligence

Action Plan for AI

gov.uk/government/publications/ai-opportunities-action-plan/ai-opportunities-action-plan

National Artificial Intelligence Strategy

gov.uk/government/publications/national-ai-strategy

International Scientific Report on the Safety of AI

gov.uk/government/publications/international-scientific-report-on-the-safety-of-advanced-ai

Proposed principles to guide competitive AI markets and protect consumers

gov.uk/government/news/proposed-principles-to-guide-competitive-ai-markets-and-protect-consumers

The Competition and Markets Authority's report highlights how people and businesses stand to benefit if the development and use of AI, works well. This could be through new and better products and services, easier access to information, scientific and health breakthroughs, and lower prices. The impact of FMs could also allow a wider range of firms to compete successfully and challenge existing market leaders. This vibrant competition and innovation would benefit the economy as a whole – helping to increase productivity and generate economic growth.



AI chatbot to help people find business support

The Government has launched an AI chatbot to help people set up small businesses and find support. The chatbot, which is in the final stages of testing, will be trialled by up to 15,000 business users. The results from the trial will determine the next steps, which could include potential larger-scale testing.

Read more about the chatbot at:

gov.uk/government/news/governments-experimental-ai-chatbot-to-help-people-set-up-small-businesses-and-find-support

Non-Government Organisations and University Institutes

Issue surrounding artificial intelligence span industries. There are a number of NGOs and foundations that focus on the impact of artificial intelligence, lobby legislative bodies, and produce reports concerning the opportunities and risks of new technologies.



Alan Turing Institute

The Alan Turing Institute is the UK's national institute for data science and artificial intelligence with the purpose to make great leaps in data science and artificial intelligence research to change the world for the better and to help to make the UK the best place in the world for data science and AI research, collaboration, and business.

turing.ac.uk



University College London Centre for Artificial Intelligence

The core aim of the Centre is to create new AI technologies and advise on the use of AI in science, industry and society. The Centre brings together researchers with a shared interest in fundamental challenges in Machine Vision, Machine Learning, Natural Language Processing, Machine Action, Interpretation and Knowledge Representation.

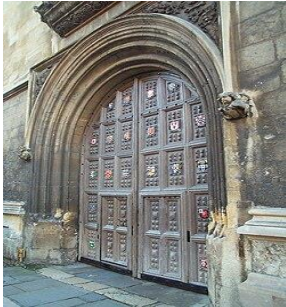
ucl.ac.uk/ai-centre



King's Institute for Artificial Intelligence

Launched in 2022, our immediate aims in the King's Institute for Artificial Intelligence are to create a coherent and visible presence for AI at King's, to support networking and collaboration across the King's AI community, and to provide a point of coordination within King's, and for external partnerships and collaborations.

kcl.ac.uk/ai



Bodleian Library - The Business of AI

The Business of AI guide pulls together a variety of resources and information on artificial intelligence. Links to Bodleian Library databases, articles on the Web, and links to consulting firm reports and analysis are available.

libguides.bodleian.ox.ac.uk/business/BusinessofAI

Artificial Intelligence Tools

This list comprises some artificial intelligence tools that are available to use online with at least some free functionality. It does not include proprietary AI or AI systems that require a subscription to access.

ChatGPT

ChatGPT is an AI-powered conversational tool developed by OpenAI that can understand and respond to text inputs in a human-like manner. It's used for various applications like answering questions, providing information, and assisting with tasks such as writing and customer support.

openai.com/chatgpt

BING AI Copilot

Integrated into Microsoft's Bing search engine, this tool uses OpenAI's models to provide conversational search and information retrieval.

copilot.microsoft.com

OpenAI Playground

Allows users to experiment with various OpenAI models, including GPT-3, offering a playground for different AI capabilities.

platform.openai.com/playground

BotPress

An open-source conversational AI platform that provides tools for building, deploying, and managing chatbots.

botpress.com

The following tools are visual generative-AI, that is, a tool that creates images from a written or visual prompt.

MidJourney

MidJourney is an AI-driven tool that creates unique images and artwork based on text prompts provided by users. It's used for generating creative visuals, illustrations, and artistic designs from simple descriptions.

midjourney.com

Dall-E 3 (OpenAI)

A powerful image generation tool that creates images from textual descriptions. Note that use of Dall-E 3 requires a premium subscription to OpenAI.

openai.com/index/dall-e-2/

Craiyon

A free tool for generating images from text prompts, inspired by DALL-E. Craiyon is a free AI image generator that's painting a new generation for the AI art revolution.

craiyon.com

Stable Diffusion (Stability.ai)

Stable Diffusion 3 Medium is the latest and most advanced text-to-image AI model in our Stable Diffusion 3 series, comprising two billion parameters. It excels in photorealism, processes complex prompts, and generates clear text. (Note that Stable Diffusion is an advanced licensed AI system).

stability.ai

PixRay by Replicate

A on open-source text-to-image AI rendering system. Requires an account to use or can be downloaded and run locally. Designed for those knowledgeable with computer languages and programming.

replicate.com/pixray/text2image

Playground AI

Create up to 50 commercial-use images per day with free account. Their tagline is to create and edit images like a pro without being one.

playground.com

Deep Dream Generator

Deep Dream Generator is designed to cater to a wide range of visual styles, from the intricacies of photorealism to the expressive strokes of artistic flair. Whether you are a skilled artist or a curious beginner, the platform offers an extensive toolset that includes multiple AI image generation models, an advanced image editor, an image enhancer, and a ground-breaking AI video generator.

deepdreamgenerator.com

DeepArt

Create an image from a text prompt and choose one of 100 visual styles for free. Advanced editing features available with a subscription.

deepai.org/machine-learning-model/text2img

Disclaimer

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “How to use the British Library” (bl.uk/research) for more details.

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