

RFP Outline / Topic: Artificial Intelligence (AI) and Machine Learning (ML)

Priority Topic	Practical Application of Artificial Intelligence (AI) and Machine Learning (ML) to the Quality Aspect of Business
Topic Summary	<ul style="list-style-type: none"> • General question: How should an organization/quality professionals use AI to improve quality, and customer satisfaction and to maximize profitability? • Application: What AI methods/tools are available and how should they be applied in various aspects of business (customer needs, product ideation, manufacturing, marketing, etc.)? • What role does ML play in conjunction with AI? • What are the risks/dangers and benefits of applying AI and how to mitigate and control them?
Product Type	[x] medium book (up to 200 pages)
Primary Audience/ Secondary Audience	<p>Primary audience: Quality Assurance professionals in any industry working as either a member of the management team or as a contributing practitioner</p> <p>Secondary audience: All members of a company's management team or in a supporting role</p> <p>The audience would be: Global Any size Either public or private</p>
Product Need ?	All organizations face a myriad of challenges and problems. How can the "new" AI technology help us solve them?
Benefits for Audience	<ol style="list-style-type: none"> 1. How can AI help us improve quality and customer satisfaction and thus profitability? 2. What AI methods/tools are available and how should they be applied in various aspects of business (customer needs, product ideation, manufacturing, marketing, etc.)? 3. What are the risks with applying AI or ML and how to mitigate and control them?

Topic Overview	<ol style="list-style-type: none"> 1. Introduction to AI and ML - Definitions of AI and ML. Brief history of development. Reference to the applicable standards (ISO/IEC 42001 / ISO/IEC 22989 / ISO/IEC 23894). 2. AI Technologies and Techniques - In-depth look at the key differences between AI types, such as ML, neural networks, NLP, and computer vision. 3. Current AI and ML tools - What is available? What do they do? Examples of how other companies have applied them. 4. Building AI Systems: Design, development, deployment of tools, frameworks, and best practices. 5. AI in Everyday Life: AI is or will be integrated into everyday applications such as virtual assistants, recommendation systems, smart home devices, and coding applications. 6. AI in Healthcare: How will AI transform medicine? 7. AI and Society: The broader societal impacts of AI, including its influence on education, law enforcement, and social media. 8. Application to your business - How can your company acquire these tools and use them to solve your challenges/problems? How do you hire the right people and create the necessary infrastructure? 9. Customization - How can you customize these tools if off-the-shelf versions are inadequate? 10. Risks - What are the risks when applying AI and ML? What might go wrong? How do you mitigate the risks? 11. The Ethics of AI: Considerations and challenges associated with AI. Bias, privacy concerns, impacts on employment, governance. 12. Future of AI: What research and development, innovation, and discovery are next?
Writer Qualifications	No specific educational qualifications are required to respond to the RFP. Experience in applying AI and ML in the industry would be necessary.
Timeframe.	Nine to twelve months
Other Possible Content Uses	The book content could be summarized in journal or magazine articles or be used as the basis for in-person seminars or webinars.
Resources to Consult	<p>ISO/IEC 42001 / ISO/IEC 22989 / ISO/IEC 23894 - Artificial Intelligence Package for guidance on the development, implementation and management of an AI management system.</p> <p>Visit IT-related websites: ISACA, NIST</p>

**INTERESTED AUTHORS, PLEASE PROCEED
TO THE NEXT SECTION, “PROPOSAL SUBMISSION GUIDELINES”**

INTRODUCTION

ASQ's Quality Press is the leading global publisher of quality-related books and standards to help individuals and organizations excel.

Quality Press continually monitors the needs of the quality profession and its stakeholders to identify high-priority topics for future projects. These high-priority topics eventually become **book products**.

Book products are designed to provide information that quality professionals can use on the job. The contents often include “how-to” information, tools, best practices, and so on.

Return your proposal as a Microsoft Word document or PDF via email to the managing editor at books@asq.org.

The review process normally lasts 4–6 weeks but may take longer.

If additional information is needed, please contact Quality Press:

Email: books@asq.org

Thank you for your interest in ASQ's Quality Press. We look forward to working with you.

PROPOSAL SUBMISSION GUIDELINES

The following are book proposal submission guidelines. Please note that proposals with a global scope are encouraged.

If the proposal is in response to a priority topic from an RFP, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices) and should contain the following basic elements.

PART ONE: ABOUT YOU

Author(s) Name

Author(s) Contact Information (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

Author(s) Bio (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

Author Affiliation with ASQ (list previous content produced for ASQ/ASQE, volunteer participation, component relations participation, etc.)

PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the quality profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like Quality Press to publish this book?
6. What are your expectations concerning publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the quality profession field? If so, has it been made available through other media (websites) and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?
9. What is the time frame you have in mind for when the book will be released? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- Identification of problems/issues this product would address.
- Itemized timeline and financial compensation expectation.
- If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

Publishing Details

- Estimated length of the manuscript
- Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- A statement of expected deliverables (manuscript, tools, checklists, etc.)

PART THREE: ABOUT YOUR PLATFORM

To effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. **Your engagement in promoting your book is essential to its success.** Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active on social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.)?

What opportunities do you have available for cross-promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and ASQ books that may be comparable to your book. (“Format” means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

Title	Author	Publisher	Year of Pub	Format	Page Count	Retail Price

COMPARATIVE TITLES (ASQ or ASQE):

Title	Author	Imprint	Year of Pub	Format	Page Count	Retail Price

Submit proposals to:
Attention: Managing Editor

books@asq.org

For more information:
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