

AI Has Changed. The Challenge of Creating Business Value Hasn't

Monday 6 July, 2026

Four years after the publication of his acclaimed book on data-driven transformation, translated into Spanish, Chinese and Turkish, leading Artificial Intelligence (AI) strategist Richard Benjamins returns with *The AI-Driven Company*, reflecting the dramatic impact generative AI has had on organisations globally. Benjamins is among the 100 most influential people in data-driven business (DataIQ 100) and was previously Chief AI and Data Strategist and Chief Responsible AI Officer at Telefónica.

Today AI is being used by employees in virtually every sector, and *The AI-Driven Company* has been written to address what leaders, and many organisations have been struggling with, which is how to turn unprecedented access to AI into sustainable business value and scale.

Drawing on more than fifteen years of experience, Benjamins argues that creating value from AI is a business journey, not a technology project. Success depends on leadership, governance, use-case selection, measurement, and scaling and not on technology alone. He also emphasises that responsible AI must move beyond principles into practice through risk assessment, governance, and compliance. Rather than restricting innovation, responsible AI builds trust, protects reputation, supports ESG goals, and enables organizations to turn AI ambition into sustainable business value.

The author, Richard Benjamins, says, " *The AI revolution isn't being limited by technology. It's being limited by organisations. Companies that focus only on the tools will struggle; those that rethink leadership, governance and ways of working will succeed. This is why I wrote The AI-Driven Company, to help organisations move beyond experimentation, avoid common pitfalls and create lasting value from AI.*"

The book has already received high praise:

"Richard draws on his years of experience in the data journey to offer very practical advice for any company serious about becoming data and AI driven. This is a book you must read if you want to avoid the typical mistakes in this sort of transformation."

David del Val, CEO, Telefónica R&D

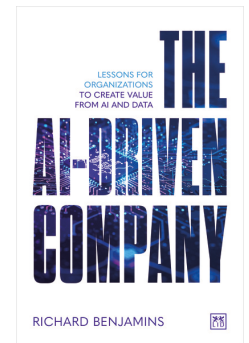
"Too many books on AI are pure hype, with no real understanding of its potential and limits, or how to successfully apply it in a business context. The AI-Driven Company is the exception... This is essential reading for anyone contemplating using AI in large organizations."

Professor Michael Wooldridge, University of Oxford and author of *The Road to Conscious Machines*

*"If you want to learn how to take the right decisions in a company to create value from data and AI, you should read this book."***Ricardo Baeza-Yates, Co-author of the bestseller *Modern Information Retrieval***

The AI-Driven Company is published at a time when businesses are under increasing pressure to demonstrate tangible returns from AI initiatives and offers leaders a roadmap of how to turn technological potential into lasting business value. Published by the award-winning and independent publishing house, LID Publishing, on 16 July 2026.

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