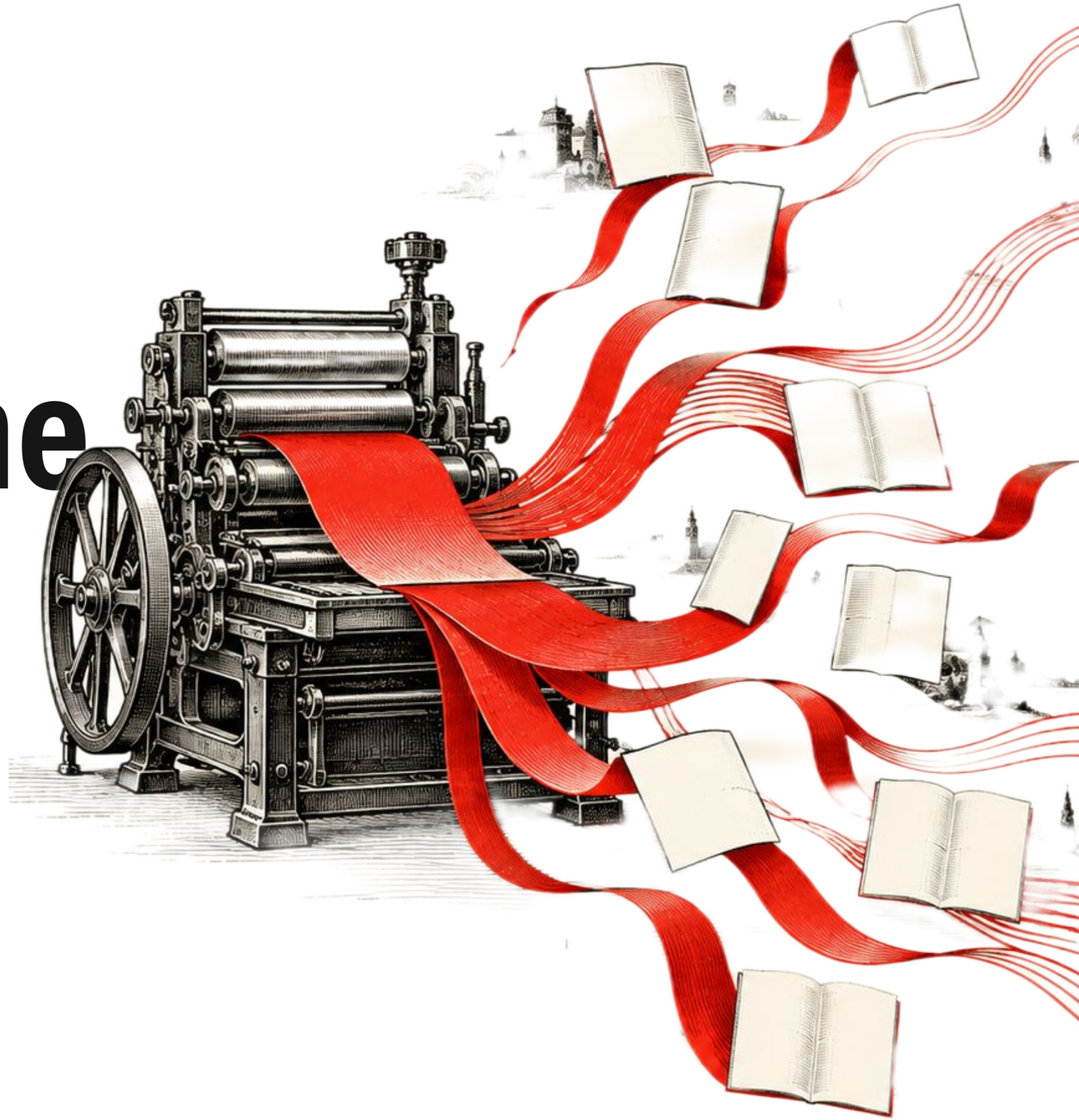
building products in the world of AI



Josh Muncke
VP, Generative AI

The Economist







1 Start with the reader, not the capability

2 Be brave, learn by shipping

3 Scale judgement, not checking



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Late 2024…

What does AI **do well today?**

Where can we **test it easily?**

How can we keep it **under control?**

Article Summaries

War in the Middle E… telligence

Europe | Robot shiel…

Can in… Russia

Vast waves of d…

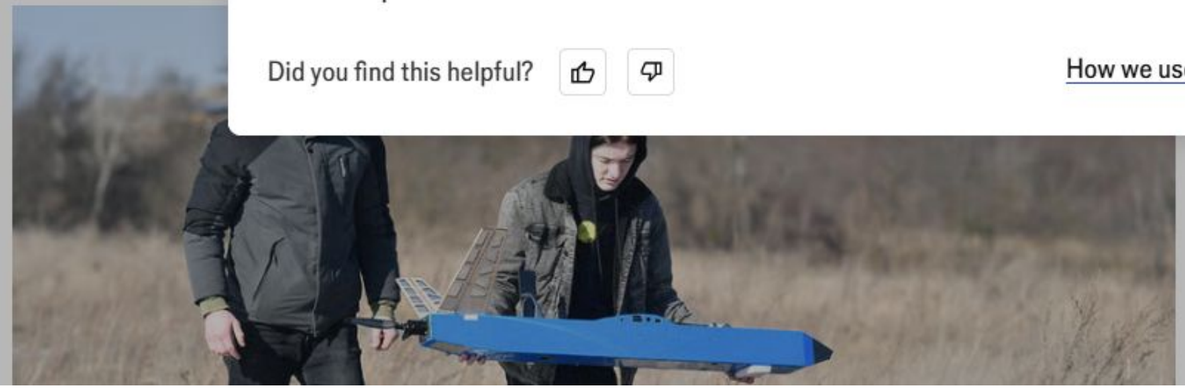
Save

Article in brief

- Russia's drone campaign against Ukraine's cities poses a significant threat, with improved Geran-2 drones overwhelming defences and exerting psychological pressure.
- Ukraine is focusing on developing cheap interceptor drones, with a success rate of 70% against Gerans, to counter the threat. President Zelensky has urged rapid production and funding to boost defences.
- Technological challenges remain, including integrating drones with radar and enhancing AI, while short-range defences and laser systems are still in development.

Did you find this helpful?

How we use AI



17:14

Europe | Sweet and sour on Vladimir Putin

Italy's coalition sends mixed messages on Ukraine and Russia

Italian voters are ambivalent, so the government is too



Sartorial sycophancy IMAGE: GETTY IMAGES

Sep 11th 2025 (updated Jun 5th 2026) · 3 min read · ROME

Listen 4:10

MATTEO SALVINI, Italy's populist deputy prime minister, is again beating the drum for Vladimir Putin. At a meeting of the European Parliament in Strasbourg in 2015, the leader of the hard-right League party famously wore a T-shirt emblazoned with the Russian president's face. He

Start with the reader, not the capability

An actual problem …
or a convenient one?

What people do ≠
What people *say*

Stopping things is
emotionally hard

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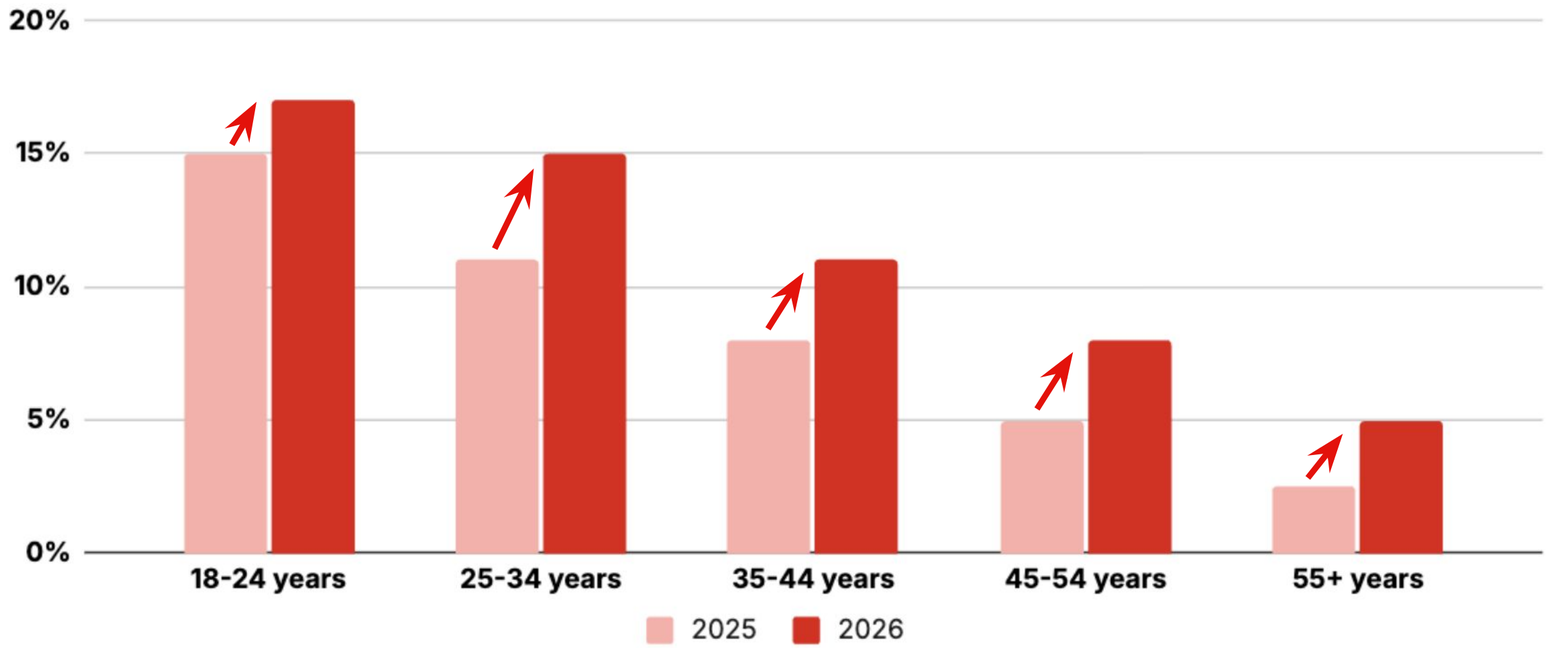
2025-2026...

Use a chatbot for news weekly 👇



Use AI to find information 👉

60%

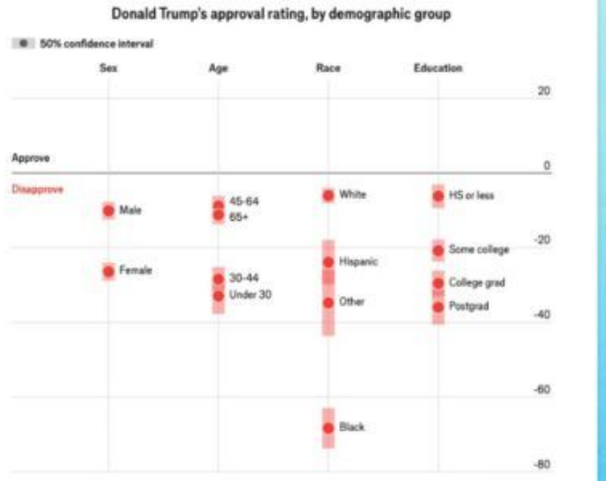
Source: Reuters Institute Digital News Report; AP-NORC national poll 2025, US adults

The Economist: Graphs

How do men and women view Donald Trump?

AI GENERATED

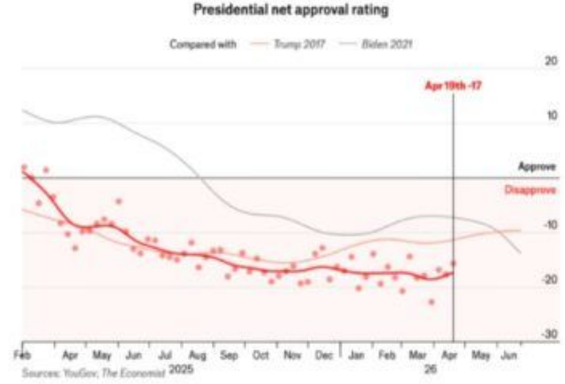
Men view Donald Trump more positively than women do



What is Trump's approval rating right now?

AI GENERATED

Donald Trump's net approval among Americans is -18 percentage points



The Economist's Trump approval tracker, based on YouGov surveys. We are responsible for the chart and data only.

The Economist's Trump approval tracker ↗

Follow-up questions

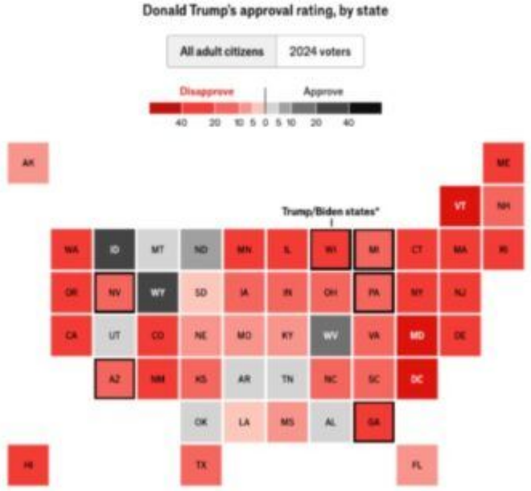
Has Trump's national approval changed this week?

Is Trump's approval rising or stable now?

Which states most approve of Donald Trump?

AI GENERATED

Donald Trump is most popular in Wyoming at 24 percentage points net approval among all adults



*States that voted for Biden in 2020 that Trump won in 2024

Be brave, learn by shipping

Surface expansion, not just optimisation

Small, self-contained, autonomous squads

Thin slices of content (and capability)

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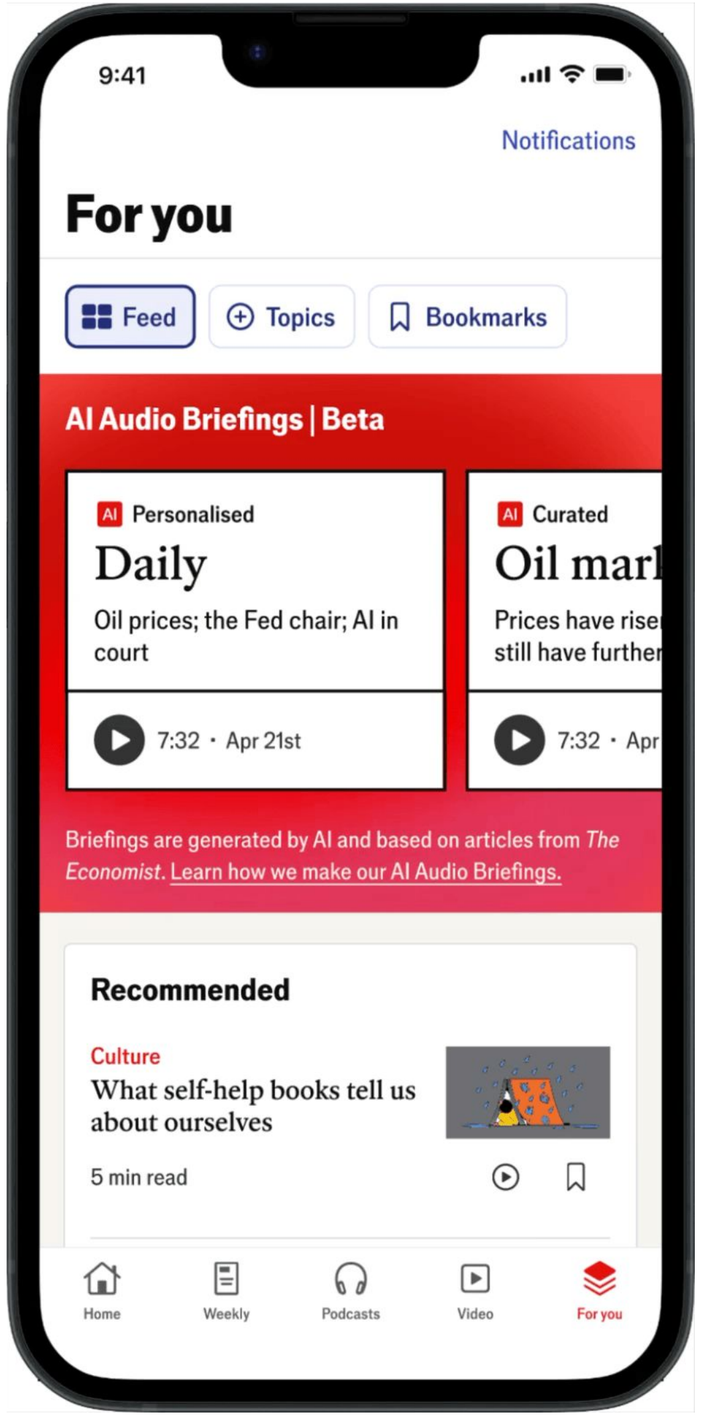
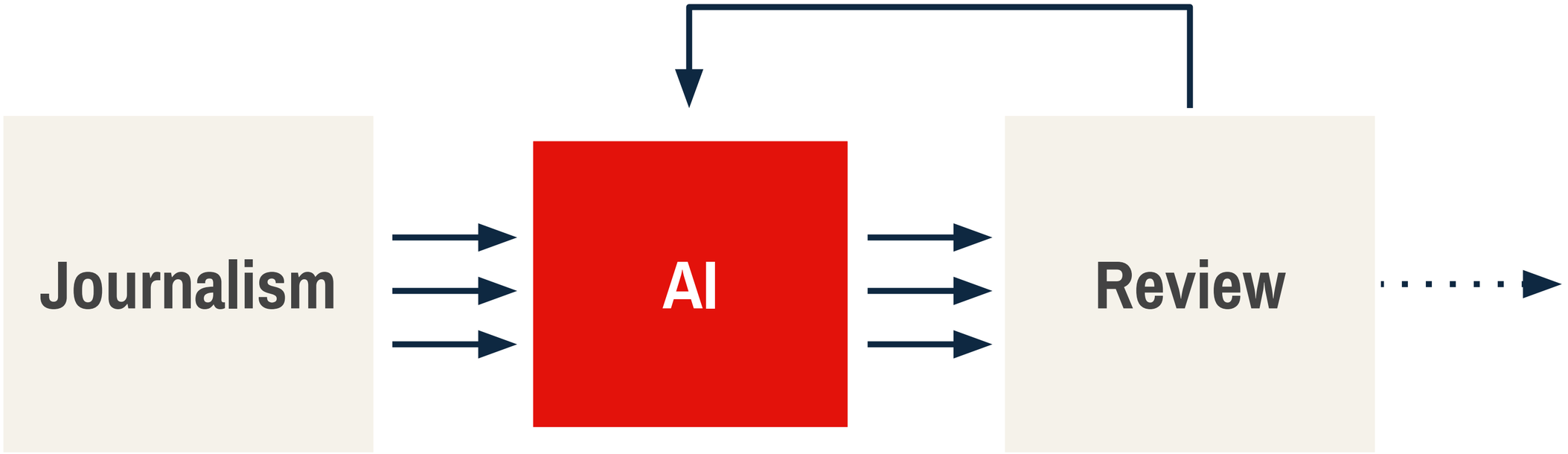
Every week…



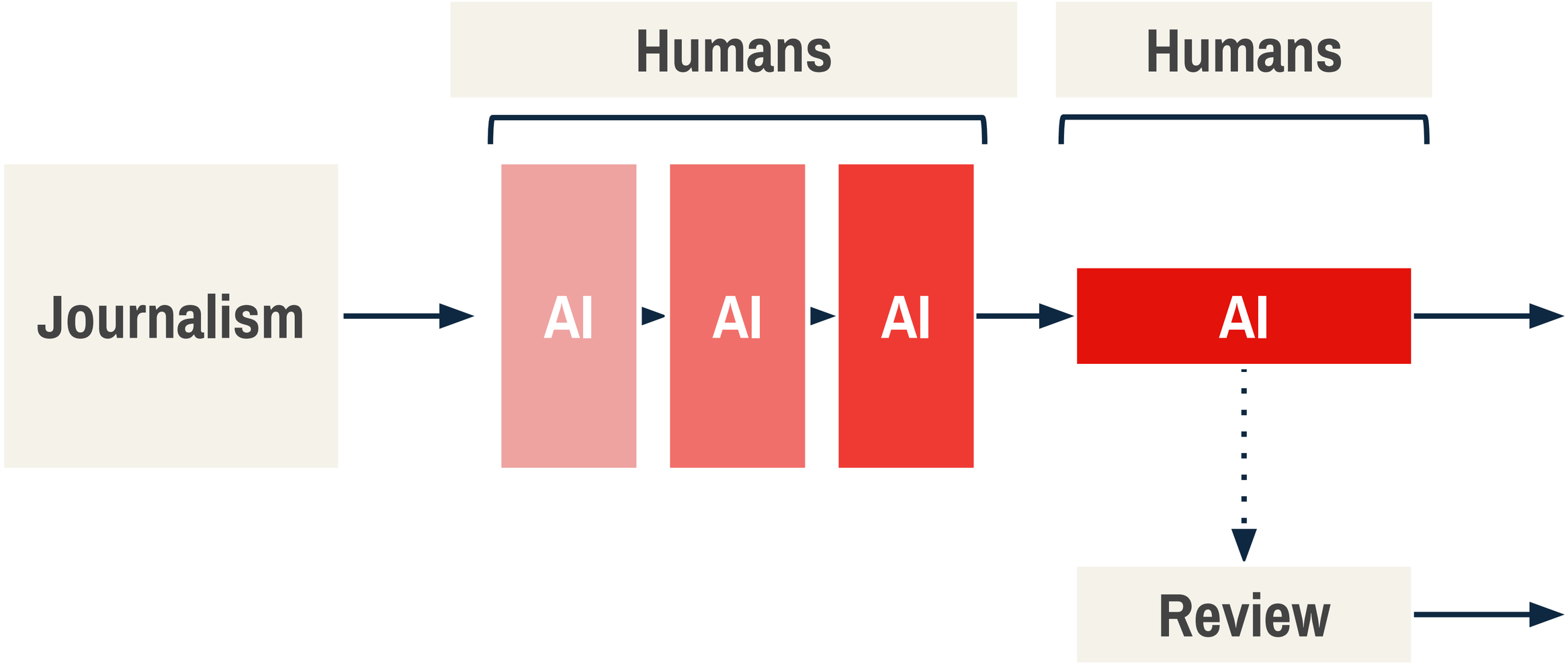
AI Audio Briefings



Old dogs...



New tricks...



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Mainz 1452



Gutenberg 1455



Aldine Octavo 1501

Thank you!

FURTHER READING

- Shuwei Fang
- Ben Thompson
- Florent Daudens

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- economistgroup.com/careers

GET IN TOUCH

- joshmuncke@economist.com

