

Tommy P. Landry Releases The Signal & The Source, Expanding AI Strategy Beyond Search Visibility

New book follows 2025's From SEO to AEO to GEO with a practical framework for governing AI across internal operations and external visibility

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author Tommy P. Landry has released *The Signal & The Source: Using HAIF to Govern AI Across Internal Operations and External Visibility*, a new business book that addresses a growing challenge for companies adopting artificial intelligence: AI can only work with the information, definitions, systems, and signals it receives.

The book follows Landry's August 2025 release, *From SEO to AEO to GEO: The New Rules of Search in the Age of AI*, which explored how businesses can adapt as traditional search expands into answer engines and generative AI

platforms.

Where that book focused primarily on how companies earn visibility externally, *The Signal & The Source* takes the next step.

“Over the past year, it became clear to me that external AI visibility is only one side of the problem,” Landry said. “Companies are also putting AI into reporting, analysis, customer workflows, sales processes, marketing, and decision-making. If the underlying information feeding into those agents is inconsistent, outdated, or poorly governed, AI can confidently produce an answer that looks plausible while misrepresenting how the business actually operates.”

At the center of the book is HAIF, the Human + AI Framework, Landry's model for determining what AI should read, where human judgment should remain involved, who owns important definitions and decisions, and how companies should monitor AI output over time.

Landry describes AI strategy as a continuum that starts with executive leadership, extends through internal operations, and ultimately influences the external signals that search engines and AI platforms use to understand a company.

That continuum requires alignment across the organization. Leadership must establish the strategy and operating principles first. Teams then need to apply them consistently across data, systems, reporting, workflows, content, and public information.

“You can’t treat AI as a collection of disconnected projects and expect the company to stay aligned,” Landry said. “An executive team has to establish the strategy, and that strategy has to carry through internal operations all the way to the external signals AI platforms interpret. You can’t simply hand one part to the SEO person, another to a developer, and another to a junior RevOps analyst. Someone has to own the continuum.”

The book connects two areas that companies often manage separately.

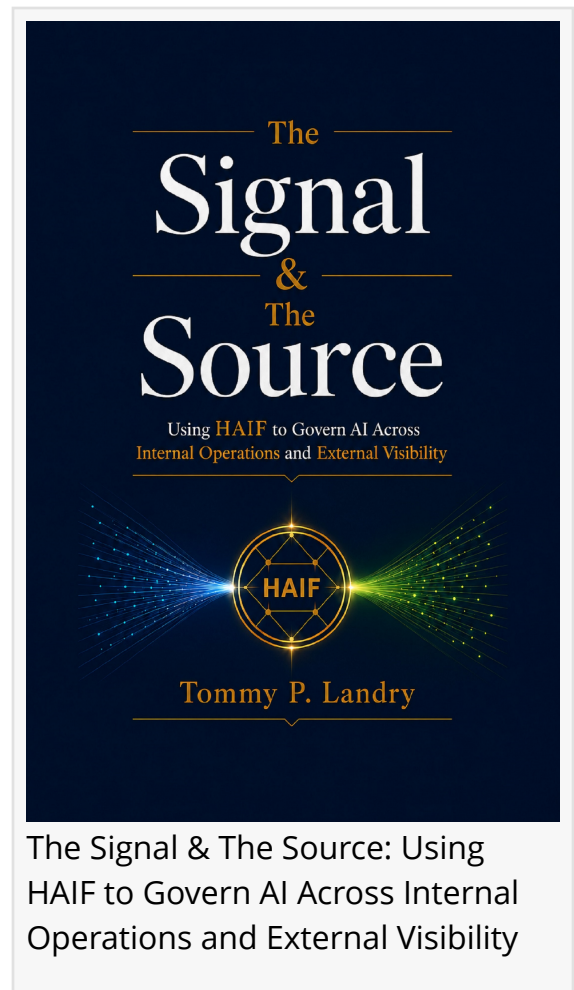
Internally, AI increasingly depends on CRM records, reporting systems, documentation, policies, definitions, workflows, and other business information. Externally, search engines, answer engines, and generative AI platforms interpret websites, public profiles, third-party information, and other signals when deciding how to describe and recommend a company.

Landry argues that both sides depend on the same underlying discipline: companies need to give machines accurate, consistent, well-governed information, while keeping people accountable for consequential decisions.

“AI doesn’t usually fail first at the prompt,” Landry said. “It fails in the business underneath it. If the source is unreliable, the output eventually will be too.”

The Signal & The Source is written for business leaders, marketing and revenue executives, AI leaders, operations teams, and others responsible for bringing AI into established organizations. Rather than focusing on individual AI tools or prompt techniques, the book provides a framework which companies can continue using as platforms and technologies change.

The new book also extends the ideas introduced in From SEO to AEO to GEO. Landry describes Search Engine Optimization, Answer Engine Optimization, and Generative Engine Optimization as parts of a broader shift in how machines interpret businesses and deliver information to



customers.

"From SEO to AEO to GEO was about preparing for the future of discovery," Landry said. "The Signal & The Source asks a bigger question: Is your business itself ready to be interpreted by AI?"

The Signal & The Source: Using HAIF to Govern AI Across Internal Operations and External Visibility is available through Amazon in Kindle and print editions.

ABOUT TOMMY P. LANDRY

Tommy P. Landry is a strategic AI and digital marketing consultant with more than 30 years of marketing experience and 17 years of consulting leadership. He is the founder and president of Return On Now and creator of HAIF, the Human + AI Framework. Landry writes practical nonfiction covering AI, search, marketing, entrepreneurship, habits, travel, and food. Learn more about his work at <https://tommylandry.com/>

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