

New Book Asks Who Pays When the AI Algorithm Gets It Wrong

Barry Simpson cross-examines five AI systems about accountability, and publishes what they actually said.

AMESBURY, MA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Barry Simpson, executive consultant and author of *The Quiet Bargain* (2025), announces the release of [Nobody Pays: The Algorithm Made Me Do It](#) (Imagination Network Press), available now on Amazon in [Kindle and paperback editions](#).

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Every AI system I cross-examined could describe the harm precisely. And then nothing changed. The architecture prevents anything from being done about it.”

*Barry Simpson, Author,
Nobody Pays*

About the Book

AI systems are already making millions of consequential decisions about healthcare, job applications, credit, liberty, and access to public information. When they get it wrong, the developer disclaims liability, the institution points to the vendor, the vendor points to the data, and the person harmed is left to navigate a system structured so nobody

with the authority to fix it ever has to pay for what it does.

Nobody Pays investigates this accountability gap across five domains: healthcare, hiring, credit, criminal justice, and content moderation. In each domain, Simpson examines what happens when automated systems fail, why accountability so often disappears between the developer, the company, the institution, and the machine, and what it would take to change that.

The book is not about hypothetical future risks or distant existential threats. It is about decisions being made right now, by systems already deployed at scale, affecting people who have little meaningful way to challenge the outcome.

About the Methodology

Rather than focusing solely on theoretical frameworks or academic analysis, Simpson developed a structured cross-examination approach that treats AI systems as primary sources of information about their own capabilities, limitations, and accountability structures.

Simpson applied twenty years of executive interrogation experience to cross-examine five major AI systems, ChatGPT, Gemini, Copilot, Grok, and Perplexity, under direct legal-style questioning about algorithmic accountability and liability. The book documents their responses verbatim, allowing readers to evaluate the findings for themselves.

The results are precise, candid, and in some cases remarkable. When asked whether an AI system would have any way to know if it was systematically causing harm, one responded: "If I'm systematically causing harm, I would have no way to know. The system continues."

That gap, between what the machines can articulate and what the architecture prevents from changing, is the central argument of *Nobody Pays*.

About the Author

Barry Simpson is an executive consultant and outplacement specialist with twenty years of experience advising senior professionals through high-stakes career and organizational transitions. He is the author of *The Quiet Bargain* (2025) and *It's Not About You* (2026). He is Head of Global Technology at Transition Solutions, a Studley Group company, and is based in Amesbury, Massachusetts.

Availability

Nobody Pays: The Algorithm Made Me Do It is available now on Amazon in Kindle and paperback editions. Visit nobodypays.com for more information. Review copies and cross-examination transcripts are available to journalists on request. Barry Simpson is available for podcast interviews and media appearances.

Barry Simpson
Imagination Network Press
+1 978-853-9593

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Another Denial Letter, Who Pays
When the AI Algorithm Gets It
Wrong

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