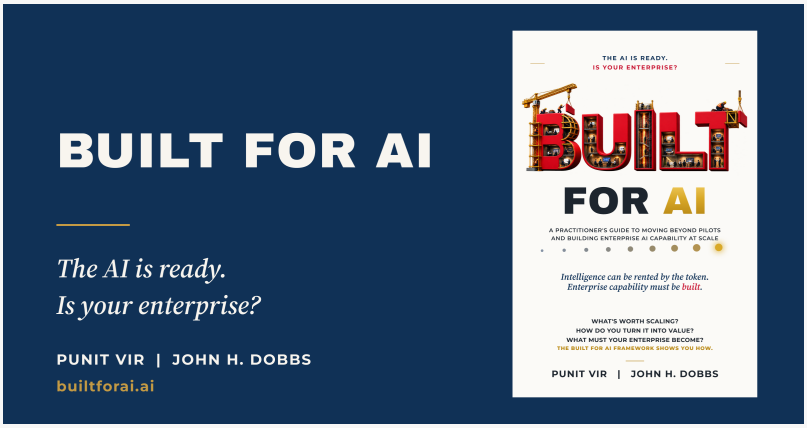
New Book 'Built for AI' Argues the Enterprise AI Value Gap Is a Capability Problem, Not a Technology Problem

The AI is ready. Is your enterprise? Punit Vir and John H. Dobbs introduce Enterprise Absorption Capacity and the Built for AI Framework.



Built for AI: A Practitioner's Guide to Moving Beyond Pilots and Building Enterprise AI Capability at Scale, by Punit Vir and John H. Dobbs.

ATLANTA, GA, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- Built for AI Press today announced the publication of Built for AI: A Practitioner's Guide to Moving Beyond Pilots and Building Enterprise AI Capability at Scale by Punit Vir and John H. Dobbs, available in ebook, paperback, hardcover, and full-color editions on Amazon and Apple Books, with all retailer links at builtforai.ai/buy (paperback ISBN 979-8-9972319-7-2).

AI adoption is soaring. AI investment is accelerating. Enterprise returns are not. For many organizations, promising AI pilots prove that the technology can work, yet stall before they change how the business operates at scale. Built for AI argues that the problem is no longer getting AI to work. It is getting the enterprise ready to put it to work.

> “Intelligence can be rented by the token. Enterprise capability must be built.”
>
> *Punit Vir, co-author of Built for AI*

Recent BCG research underscores the gap. A 2025 global study of more than 1,250 companies, titled The Widening AI Value Gap, found only 5% generating value from AI at scale, while 60% saw little or no material benefit. BCG's AI Radar 2026, surveying 2,360 executives across 16 markets, found companies planning to roughly double AI spending this year. Investment is accelerating faster than enterprise results.

Built for AI gives that challenge a name: Enterprise Absorption Capacity, the enterprise's ability to absorb AI into how work gets done and turn it into measurable business value. Building that

capacity, the authors argue, means choosing the right opportunities, redesigning workflows, establishing ownership and decision rights, governing risk, and repeatedly moving AI from technological potential into business performance.

At the center of the book are the Built for AI Framework and the Built for AI Strategy Canvas, which connect those capabilities and turn them into decisions leaders can act on. Supporting tools help leaders decide what is worth scaling, determine where human judgment should remain, choose the right implementation patterns, assess enterprise readiness, and make each implementation leave the enterprise more capable.

The book shows leaders how to:

Build capability with every implementation.
Fund the Vital Few initiatives that matter most.
Redesign the work itself, not just the tasks inside it.
Turn AI investment into measurable business value.

"Intelligence can be rented by the token. Enterprise capability must be built," said Punit Vir, co-author of Built for AI. "Access to more intelligence does not automatically create business value. That requires an enterprise capable of putting that intelligence to work. Organizations will not be defined by the AI they deploy. They will be defined by the enterprise they become."

"Many organizations have focused on AI experiments and pilots without recognizing that these actions typically fail to produce consequential business benefit. AI requires 'strategic intent' in order to transform rather than tinker with the enterprise's business model. A strategy that cannot be executed is not a strategy," said John H. Dobbs, co-author of Built for AI.

Written for executives, transformation leaders, consultants, and managers responsible for making AI work inside real organizations, Built for AI is a practitioner guide, not a technical manual. The book asks leaders to move beyond the question that dominated the first phase of enterprise AI, "What can AI do?", toward a more consequential one: What must your enterprise become?

About the Authors

Punit Vir is a technology and transformation leader with more than three decades of experience across enterprise architecture, cybersecurity, cloud, data, digital transformation, emerging technology, and AI. Most recently, he served as Vice President of Global Emerging Technology at The Coca-Cola Company, where he led emerging technology and enterprise AI initiatives and worked directly with engineering and senior leadership teams at Microsoft, OpenAI, and other leading technology companies. He is Founder and Principal of Virtual Intellution LLC.

John H. Dobbs is Managing Partner at Pragmatic Strategy Partners, LLC, where he writes and

advises leadership teams on business strategy and operating-model transformation. He is also the author of Strategic Planning: A Pragmatic Guide and The Consultant's Playbook. His most recent corporate role was Principal Strategist and Client Solutions Director at Cisco Systems.

Built for AI is available now. All editions and retailer links: builtforai.ai/buy. Amazon: amazon.com/dp/B0HJX2DMJJ.

Media materials, including the high-resolution cover, author photographs, fact sheet, and interview topics, are available at builtforai.ai/media. Both authors are available for interviews, podcasts, and executive briefings via press@builtforai.ai.

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