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The FTC is setting its sights on generative AI



Henry Hauser, Nathanael Andrews, and Shylah Alfonso wrote an article published in *TechCrunch* titled "The FTC is setting its sights on generative AI," regarding what businesses should understand about antitrust risk when competing in markets affecting generative AI.

Watershed technological transitions can usher in opportunities for new entrants to challenge market leaders. These rare paradigm shifts redefine how companies compete for customers and resources. The emergence of generative artificial intelligence (AI) is a quintessential example of how innovation can either disrupt or entrench dominant incumbents depending on how markets and regulators respond.

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