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Apple—Merging Technology, Business, and Entertainment 3 Introduction 6 CHAPTER 1: BUSINESS DRIVEN TECHNOLOGY 7 Competing in the Information Age 7 Data 8 Information 9 Business Intelligence 10 Knowledge 11 The Challenge: Departmental Companies 12 The Solution: Management Information Systems 13 Chapter 1 Case: The World Is Flat—Thomas Friedman 16

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Opening Case Questions 1. Define the three primary types of decision-making systems, and explain how a customer of Actionly might use them to find business intelligence. 2. Describe the difference between transactional and analytical information, and determine which types Actionly uses to create a customer's digital dashboard.

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While you cannot ensure success of any kind of business without proper IT infrastructure in it, we also know that innovation in technology is driven by the need for it in business. I would put this question to rest by saying that we must be able to leverage one to better enable the other.

Does Technology Drive Business or Does Business Drive ...

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Unit 2 opening case study 1. Since the Beginning of time, man has been using pictures and images to communicate, moving from caveman drawings to *hieroglyphicsto the internet. Today, it is easier than ever to paint a picture worth 100,000 words, thanks to technological advances. The Primary Advantages are data bases and data warehouses that capture Enormous amount of data. Info means ...

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Business Driven Technology- Questions. Question 1: (50 marks-500 wards) A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order. Business processes transform a set of inputs into a set of outputs (goods or services) for another person or process by using people and tools.

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Review Opening Case, "E-espionage," in Unit 5, "Transforming Organizations," of Business Driven Technology. Review the "Mobile Workforce Trends," section in Ch. 16, "Integrating Wireless Technology in Business," of Business Driven Technology. Review Business Plug-In B6, "Information Security," of Business Driven Technology.

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Baltzan, P. et al., Business Driven Technology, Fourth Edition (New York, NY: McGraw-Hill, 2010) Hardcover ISBN 0073376795. [But ... Unit 5 opening case using the posted questions. * Finally, review the "Unit 5 - Discussion Hints and Summary". Then, go back to the discussion forums for this unit and read your peers postings. ...

Course Information: ISM 3011

The Apple case offers a business example of how a company can use technology to gain a competitive advantage (such as Apple did with its iPod) Let your students know that you will be addressing the opening case throughout the text as the opening case questions are found at the end of each Chapter in the Unit UNIT ONE OPENING CASE – Additional Case Information Apple-Merging Technology, Business, and Entertainment Peter Burrows, a writer for BusinessWeek, offers a great discussion with ...

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