# Contents

## Chapter 1: The Modern Organization

### Functioning in a Global Environment

1. Why Should I Study Information Systems? 6
2. Overview of Computer-Based Information Systems 12
3. How Does IT Impact Organizations? 20
4. Importance of Information Systems to Society 22

## Chapter 2: Information Systems and the Modern Organization

1. Business Processes 35
2. Business Process Reengineering and Business Process Management 38
3. Business Pressures, Organizational Responses, and Information Technology Support 39
4. Competitive Strategy and Strategic Information Systems 47
5. Business–Information Technology Alignment 53

## Chapter 3: Ethics and Privacy

1. Ethical Issues 65
2. Privacy 69

## Chapter 4: Information Security

1. Introduction to Information Security 83
2. Unintentional Threats to Information Systems 84
3. Deliberate Threats to Information Systems 87
4. What Organizations Are Doing to Protect Information Resources 93
5. Information Security Controls 94

## Chapter 5: Managing Knowledge and Data

1. Managing Data 115
2. The Database Approach 117
3. Database Management Systems 122
4. Data Warehouses and Data Marts 127
5. Knowledge Management 135

## Chapter 6: Networks

1. What Is a Computer Network? 149
2. Network Fundamentals 151
3. The Internet and the World Wide Web 157
4. Network Applications 161

## Chapter 7: Electronic Commerce: Applications and Issues

1. Overview of E-Business and E-Commerce 185
2. Business-to-Consumer (B2C) Electronic Commerce 189
4. Electronic Payments 199
5. Ethical and Legal Issues in E-Business 202

## Chapter 8: Wireless Technologies and the Modern Organization

1. Wireless Technologies 217
2. Wireless Computer Networks and Internet Access 222
3. Mobile Computing and Mobile Commerce 228
4. Pervasive Computing 233
5. Wireless Security 235

## Chapter 9: Web 2.0 and Social Networks

1. Web 2.0 Underlying Technologies 246
2. Web 2.0 Applications 248
3. Categories of Web 2.0 Sites 253

## Chapter 10: Information Systems that Support Organizations

1. Transaction Processing Systems 266
2. Functional Area Information Systems 267
4. Reports 278
[Chapter 11] Customer Relationship Management and Supply Chain Management 284
  11.1: Defining Customer Relationship Management 288
  11.2: Operational Customer Relationship Management Systems 292
  11.3: Analytical Customer Relationship Management Systems 296
  11.4: Other Types of Customer Relationship Management Systems 297
  11.5: Supply Chains 299
  11.6: Supply Chain Management 301
  11.7: Information Technology Support for Supply Chain Management 305

[Chapter 12] Managerial Support Systems 316
  12.1: Managers and Decision Making 320
  12.2: What Is Business Intelligence? 324
  12.3: Business Intelligence Applications for Data Analysis 328
  12.4: Business Intelligence Applications for Presenting Results 330
  12.5: Business Intelligence in Action: Corporate Performance Management 335

[Chapter 13] Acquiring Information Systems and Applications 342
  13.1: Planning for and Justifying IT Applications 346
  13.2: Strategies for Acquiring IT Applications 350
  13.3: The Traditional Systems Development Life Cycle 356
  13.4: Alternative Methods and Tools for Systems Development 361
  13.5: Vendor and Software Selection 364

[Technology Guide 1] Hardware 372
  TG 1.1: Introduction 374
  TG 1.2: Strategic Hardware Issues 374
  TG 1.3: Computer Hierarchy 375
  TG 1.4: Input and Output Technologies 377
  TG 1.5: The Central Processing Unit 380

[Technology Guide 2] Software 390
  TG 2.1: Introduction to Software 392
  TG 2.2: Software Issues 393
  TG 2.3: Systems Software 394
  TG 2.4: Application Software 395

[Technology Guide 3] Emerging Types of Enterprise Computing 400
  TG 3.1: Introduction 402
  TG 3.2: Server Farms 403
  TG 3.3: Virtualization 403
  TG 3.4: Grid Computing 405
  TG 3.5: Utility Computing 406
  TG 3.6: Cloud Computing 406
  TG 3.7: Emerging Software Trends 409

[Technology Guide 4] Intelligent Systems 414
  TG 4.1: Introduction to Intelligent Systems 416
  TG 4.2: Expert Systems 418
  TG 4.3: Neural Networks 422
  TG 4.4: Fuzzy Logic 423
  TG 4.5: Genetic Algorithms 424
  TG 4.6: Intelligent Agents 425

[Technology Guide 5] Protecting Your Information Assets 430
  TG 5.1: Introduction 432
  TG 5.2: Behavioral Actions to Protect Your Information Assets 432
  TG 5.3: Computer-Based Actions to Protect Your Information Assets 435

[Index] 454