Management Information Systems for the Information A r Third Edition

Stephen Haag

Daniels College of Business University of Denver

Maeve Cummings

Pittsburg State University

Donald J. McCubbrey

Daniels College of Business University of Denver



Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis Bangkok Bogota Caracas Kuala Lumpur Lisbon London Madrid Mexico City Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto

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CHAPTER I

THE INFORMATION AGE IN WHICH YOU LIVE 3 Changing the Face of Business

Managing Customer Relations in an Electronic World

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What Businesses Do Customer Moment of Value Team Work—Defining Customers and Their Moment of Value The Role of Information Technology The Global Perspective—Warehousing Customer Moment of Value

CHARACTERISTICS OF TODAY'S NEW BUSINESS

Globalization The Global Perspective—Sony Wants to Be in Every Room of Your Home Information as a Key Resource Team Work—I Want It! Electronic Commerce Knowledge Worker Computing

INFORMATION TECHNOLOGY

Supporting Information-Processing Tasks Supporting Decision-Making Tasks Supporting Shared Information through Decentralized Computing Supporting Innovation

INFORMATION

Industry Perspective (Financial Services)—Shedding Pen and Paper for Decentralized Information
On Your Own—Redefining Business Operations
through IT Innovation
Industry Perspective (".com")—Free Long-Distance
Phone Calls on the Internet
For Customer Moment of Value
The Flows of Information in an Organization
Industry Perspective (Health Care)—Intranet Telephone Directory Saves Children's Healthcare \$15,000 per Year
What Information Describes

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