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	Nota di contenuto	Cover -- About the Authors -- Brief Contents -- Contents -- Preface -- Chapter 1: Managing in the Digital World -- Managing in the Digital

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Chapter 2: Gaining Competitive Advantage Through Information Systems -- Managing in the Digital World: The Business of Merging "Groups" and "Coupons" -- Enabling Organizational Strategy through Information Systems -- Organizational Decision-Making Levels -- Organizational Functional Areas -- Information Systems for Automating: Doing Things Faster -- Information Systems for Organizational Learning: Doing Things Better -- Information Systems for Supporting Strategy: Doing Things Smarter -- Sources of Competitive Advantage -- Brief Case: For Sale By Owner: Your Company's Name.com -- Identifying Where to Compete: Analyzing Competitive Forces -- Identifying How to Compete: Analyzing the Value Chain -- The Role of Information Systems in Value Chain Analysis -- The Technology/Strategy Fit -- Assessing Value for the IS Infrastructure -- Putting It All Together: Developing a Successful Business Model -- Changing Mind-Sets About Information Systems -- International Business Strategies in the Digital World -- Home-Replication Strategy -- When Things Go Wrong: The Pains of Miscalculating Groupon -- Global Business Strategy -- Multidomestic Business Strategy -- Transnational Business Strategy -- Who's Going Mobile: Mobile Operating Systems -- Valuing Innovations -- The Need for Constant IS Innovation -- Successful Innovation Is Difficult -- Organizational Requirements for Innovation -- Coming Attractions: Google's Project Glass: A Pair of Glasses -- Predicting the Next New Thing -- The Innovator's Dilemma -- Key Players: The Global Elite -- Freeconomics: Why Free Products Are the Future of the Digital World -- How Freeconomics Works -- The Freeconomics Value Proposition -- Ethical Dilemma: Underground Gaming Economy -- Applying Freeconomics in the Digital World -- Industry Analysis: Banking Industry -- Key Points Review -- Key Terms -- Review Questions.

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