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World: Apple -- Information Systems Today -- The Rise of the Information Age -- Brief Case: Technology at Starbucks -- Five IT Megatrends in the Information Age -- Who's Going Mobile: The Evolution of Post-PC Devices -- Evolution of Globalization -- Key Factors Enabling Globalization -- The Rise of Information Systems Outsourcing -- Opportunities of Operating in the Digital World -- Challenges of Operating in the Digital World -- Information Systems Defined -- Key Players: Wipro and Infosys - The Global Outsourcing Leaders -- Data: The Root and Purpose of Information Systems -- Hardware, Software, and Telecommunications Networks: The Components of Information Systems -- People: The Builders, Managers, and Users of Information Systems -- Organizations: The Context of Information Systems -- The Dual Nature of Information Systems -- Case in Point: An Information System Gone Awry: Leap Year Glitch Stops Government Cloud Computing Services (or Doesn't?) -- Case in Point: An Information System That Works: FedEx -- Information Systems for Competitive Advantage -- When Things Go Wrong Failure: The Path to Success? -- Why Information Systems Matter -- IS Ethics -- Coming Attractions: The Future of Cloud-Based Communications -- Information Privacy -- Intellectual Property -- Ethical Dilemma: The Human Cost of the Newest Gadgets -- The Need for a Code of Ethical Conduct -- The Digital Divide -- Industry Analysis: Business Career Outlook -- Key Points Review -- Key Terms -- Review Questions -- Self-Study Questions -- Problems and Exercises -- Application Exercises -- Team Work Exercise -- Answers to the Self-Study Questions -- Case 1: Bridging the Digital Divide -- Case 2: Enabling Global Payments at PayPal.

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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