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about the author xi preface xiv chapter 1: business driven technology 6 chapter 2: identifying competitive advantages 21 chapter 3: strategic initiatives for implementing competitive advantages 36 chapter 4: measuring the success of strategic initiatives 56 chapter 5: organizational structures that support strategic initiatives 71 chapter 6: valuing and storing organizational information ...

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1.2. Describe the relationships among people, information technology, and information. People, information technology and Information are all linked together, they must work together in order for a business to succeed, If any of these three falls, it will easily be a failure to the business.

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Strategic Initiatives. Chapter 4 Measuring Success of Strategic Initiatives. ... 1.3 Identify four different departments in a typical business and explain how technology helps them to work together.

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1.2. Describe the relationships among people, information technology, and information. 1.3. Identify four different departments in a typical business and explain how technology helps them to work together. 1.4. Compare the four different types of organizational information cultures and decide which culture applies to your school.

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