

**UNITS****1. Achieving Business Success**

- Chapter 1: Business Driven Technology
- Chapter 2: Identifying Competitive Advantages
- Chapter 3: Strategic Initiatives for Implementing Competitive Advantages
- Chapter 4: Measuring the Success of Strategic Initiatives
- Chapter 5: Organizational Structures That Support Strategic Initiatives

**2. Exploring Business Intelligence**

- Chapter 6: Valuing and Storing Organizational Information—Databases
- Chapter 7: Accessing Organizational Information—Data Warehouses
- Chapter 8: Understanding Data's Impact on Business

**3. Streamlining Business Operations**

- Chapter 9: Enabling the Organization—Decision Making
- Chapter 10: Extending the Organization—Supply Chain Management
- Chapter 11: Building a Customer-centric Organization—Customer Relationship Management
- Chapter 12: Integrating the Organization from End to End—Enterprise Resource Planning

**4. Building Innovation**

- Chapter 13: Creating Innovative Organizations
- Chapter 14: Ebusiness
- Chapter 15: Creating Collaborative Partnerships

**5. Transforming Organizations**

- Chapter 16: Connectivity: The Key to Communication in the Digital Age
- Chapter 17: Digital Lives, Business, and Society
- Chapter 18: Developing Software to Streamline Operations
- Chapter 19: Managing Organizational Projects

**BUSINESS DRIVEN KNOWLEDGE (BDK)**

#1 Business Basics	#7 Ethics
#2 Business Process	#8 Building Sustainable MIS Infrastructures
#3 Hardware and Software Basics	#9 Business Intelligence
#4 MIS Infrastructures	#10 Global Trends
#5 Networks and Telecommunications	#11 Using AI to Make Business Decisions and Drive Digital Transformation
#6 Information Security	
Business Driven Projects	Glossary
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