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OBJECTIVES CHAPTER •
1 • n The value of
information is directly
linked to how it helps
decision makers

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achieve the organization's goals. n
Discuss why it is important to study and under- stand information systems.

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Factors That Lead
Firms to Seek
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model: -Rivalry among existing competitors
-Threat of new entrants -Threat of substitute products and services -The bargaining power of buyers -The bargaining power of suppliers

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support system (ESS):

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software, data, procedures, and people used to assist senior-level executives - Also called an executive information system (EIS)

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professionals must

work

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Principle 3: deliver

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tangible & visible benefits. It is not enough to simply improve the

management of information 'behind the scenes'. While this will deliver real benefits, it will not drive the required cultural changes, or assist with gaining adoption by staff (principle 2).

10 principles of effective information

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Principles and Learning

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information systems to

add value to the

organization is strongly

influenced by

organizational

structure, culture, and

change. – Identify the

value-added processes

in the supply chain and

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Business Intelligence; 2
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management and
modeling are key

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and

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**Principles of
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by Ralph M. Stair**

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intelligence systems: -
Include the people,
procedures, hardware,
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knowledge needed to

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