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The information
systems that were
described in this case

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were as follows:

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-Transaction processing system (TPS). Automated key processes such as; ticket sales, baggage handling, and reservation system.
-Management information system (MIS).

Management Information Systems Laudon Case Study Answers

Management

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LAUDON continued
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class-action lawsuit,
which Facebook settled
for \$20 million in June
2012.

**KENNETH C. LAUDON
AND JANE P.**

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Management

Information

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SYSTEMS • Problem:

Need to efficiently
target online ads •

Solutions: Behavioral
targeting allows

businesses and

organizations to more

precisely target desired

demographics • Google

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monitors user activity
on thousands of sites;
businesses monitor
own sites to
understand customers

- Demonstrates IT's
role in organizing and
distributing information

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HOW BUSINESSES USE
INFORMATION
SYSTEMS Walmart's
Retail Link Supply
Chain CASE 1 VIDEO
CASE Systems
SUMMARY An
introduction to
Walmart's Retail Link
system, one of the
largest B2B supply-
chain systems in the

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world.

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commonly referred to

as MIS is a phrase

consisting of three

Management

Information Systems

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CASE STUDY ~ MIS
Kenneth C. Laudon,
New York University.

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4 • In the previous chapter, we agreed that information systems make a difference in an organization's ability to innovate, execute, and in the case of business firms, grow profits • For instance, the case study in the book,

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Oracle won the
America's Cup because
it had learned how to
apply new

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12e (Laudon) Chapter
3 Information Systems,
Organizations, and
Strategy 1) An
adhocracy is a

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knowledge-based organization where goods and services depend on the expertise and knowledge of professionals. Answer: FALSE Diff: 3 Page Ref: 88 AACSB: Reflective Thinking CASE: Content Objective: 3.1 2) From the point of view of economics, information systems technology ...

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