

Unit 6

Financial and Technological Resources



Real-World Business and Career Profile

Preview

Enlightened Inc. offers consulting services and assistance in planning the use of information technology. At the end of this unit, you will learn about Antwanye Ford and Andre Rogers, the founders of Enlightened Inc., and how they achieved their success.

Decision Making Why do you think wise use of financial and technological resources is important to a company?



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Thematic Project Preview

Technology's Effect on Global Business After completing this unit, you will research ways technology is affecting global business.

Project Checklist As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about technology's effect on globalization.
- ✓ Think about how the Internet has enabled small businesses to conduct e-commerce.
- ✓ Think about how advances in telecommunications have made worldwide communication accessible to businesses.
- ✓ Think about how technology connects you to your friends in a virtual world.