



PART THREE

Key System Applications for the Digital Age

Chapter 9

Achieving Operational Excellence and
Customer Intimacy: Enterprise
Applications

Chapter 10

E-Commerce: Digital Markets,
Digital Goods

Chapter 11

Managing Knowledge

Chapter 12

Enhancing Decision Making

Part Three examines the core information system applications businesses are using today to improve operational excellence and decision making. These applications include enterprise systems; systems for supply chain management, customer relationship management, collaboration, and knowledge management; e-commerce applications; and decision-support systems. This part answers questions such as: How can enterprise applications improve business performance? How do firms use e-commerce to extend the reach of their businesses? How can systems improve collaboration and decision making and help companies make better use of their knowledge assets?