Koleman Parsley

Mr. Gardner

ENG-101

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Project 2 Annotated Bibliography

Kokemuller, Neil l. “Why Is Technology Important in Business?” EHow, Leaf Group, 25 Mar. 2010, www.ehow.com/about\_6320228\_technology-important-business\_.html.

Neil Kokemuller article talks about the importance of technology in today's world, Neil Kokemuller is a college marketing instructor. He has a back round in marketing and retail, he has an MBA from Iowa State University. Over the past many years, he has provided well over 5,000 articles on the web that have over 10 million readers. Kokemuller offers information about business communication, optimizing production and keeping financial records, he talks a little bit into depth on how all of this makes a business much more productive. He makes a fantastic point on if you want your business to thrive and be proficient, you need technology

Newman, Daniel. “People -- Not Technology -- Are the Most Important Business Upgrades.” Forbes, Forbes Magazine, 12 Apr. 2016, www.forbes.com/sites/danielnewman/2016/04/12/people-not-technology-are-the-most-important-business-upgrades/.

Daniel Newman is CEO of Broadsuite Media Group (BMG), Principal analyst at Futurum and the author of Futureproof. In this article, he says “Make Job Creation Adapt to Technology—Not The Other Way Around”. He says that Businesses should hire employees that are able to adapt quickly to new technology, due to the fact technology is constantly changing. He makes a very good point that to have a good business, you need to have both technology and people that know how to use it.

Shay Colson | August 20, 2010. “The Curious Case of People vs. Technology.” Information Space, ISchool, 3 Nov. 2016, ischool.syr.edu/infospace/2010/08/20/the-curious-case-of-people-vs-technology/.

Shay Colson works for the Federal Government as a Cybersecurity Engineer, in this article he refers to an ad posted by Esurance, the slogan is “insurance for the modern world”. He mentions an ad he saw by Esurance that states “Technology when you want it, People when you don't”. He talks about how absurd that ad is, stating that it is impossible for that to be possible, stating that you wouldn't be able to call them if you didn't want to use technology. Colson believes that employees and technology should work in harmony, instead of one or the other.

Salmon, Paul. “The Benefits of Technology in Business • Technically Easy.” Technically Easy, 10 Dec. 2014, technicallyeasy.net/benefits-technology-business/.

Paul Salmon graduated with a Ph.D. from Notre Dame University, in this article, he talks about the importance of technology in a business, going over a lot of topics including, E-Signatures, Mobility, and software. E-signatures he goes into depth about, talking about the many uses of it, and how it also makes it much more proficient and more likely they will sign. He talks about the necessity of mobility, how it is a huge benefit for employees, making them more productive. He went very little into detail about software, giving only one example, he described landline phones. How in a matter of seconds, a phone call can go through your office's landline, go through the software and get directed to your phone. He also talks about how technology helps managers stay up to date, looking at new technology and machines development, making it much easier to make benefit-risk assessments, to figure out if it is worth it based on the cost, and customer rate.