Home Reading Assignment

NT213

**Business at the Speed of Thought**

**1. Table of words**

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| --- | --- | --- |
| **noun** | **verb** | **adjective** |
| efficiency | to create | profitable |
| profit | to maintain | efficient |
| information | to improve | routine task |
| internet | to automate | digital solution |
| web | to act | highly specialized |
| quality | to react | large group |
| growth | to adapt | full-time |
| standard | to make a decision | competitive |
| software | to invest | good ideas |
| analysis | to reach | reliable |
| skills | to approach | knowledge worker |
| system | to save up | advanced process |
| project | to design | huge pool of talent |

**2. Text Study**

**Explain how you understand the notion of 'digital nervous system' and give a few examples from the book of how it functions**

When thinking and working are assisted by the computer technology, that represents a nervous system. Since it is consisted of advanced digital processes, knowledge workers use them to make better decisions, think, act, react and adapt.

A digital nervous system is a phrase that is used to describe a vision of how the IT infrastructure of an enterprise could be comparable to the vegetative nervous system of a human being.

In order to create such a thing, one must first develop an ideal picture of the information that you need to run your business and understand your markets, but also understand your competitors and not underestimate them.

The second step of this process is to demand that your information systems provide the answers.

If your current system cannot do that, you need to develop one that will. It is a crucial thing, considering the fact that your competitors will do exactly that.

A good digital nervous system is the number of good ideas coming from your middle managers and knowledge workers. They can analyze real data, so people get detailed ideas on ways to improve. That also makes everyone excited, since people like knowing that they're doing something that works.

It is the need to be efficient and reliable that drives companies to automate many of their basic operations. Just like a human heart must beat, every business needs a strategy that must keep the company alive.

**3. Essay**

**Downloading: When is sharing information stealing?**

It is not a secret that a large number of people throughout the world illegally download music, games and the new episode of their favorite TV show on daily basis. That is considered a violation of intellectual property, or as we all know it - "piracy". The question is are they doing anything morally wrong.

Of course that it is wrong, considering the fact that it is illegal, so why question a fact.

Many people believe that all ideas and all kinds of art should be accessible to all, while others believe that illegal downloading is equivalent to common theft.

You wouldn't steal a car or a purse, but people don't realize that downloading pirated films is exactly that - stealing.

Sharing is good and wanted by content creators. Sharing creative works is essential to spreading it to a broader audience. Writers, photographers and all sorts of artists want and appreciate sharing.

There is a difference between stealing and sharing.

Sharing information the right way is quick and easy and if we take social media as an example, each of these platforms have a one click button for sharing content.

Stealing, however, goes beyond sharing. It involves going through many additional steps to illegally download content to the thief's computer or any other device, then uploading a separate copy of the content, as if it was their own.

Viral content creates traffic. The meaning of traffic nowadays is advertising revenue, one of the staples of the online economy. It equals ad revenue and in some cases, direct sales. Therefore, a person that is illegally taking any sort of content from others, and on top of that wants to benefit from viral traffic, won't share content properly.

Considering how much buying a new album from your favorite artist costs, even a netflix subscription, not everyone can afford such things. It is illegal, but should it really be?

Maybe some people that illegally download stuff or "steal" just want free stuff, but I believe that

watching an episode of your favorite TV show shouldn't be illegal, there is no harm in that.

After all, people only want breathe, well, while the air is still free.