

Chapter 3 focuses on achieving competitive advantage with IS. Porter's Competitive Forces model connects Inter-firm rivalry, new market entrants, customers, suppliers, and substitute products. All play into an organization's competitive advantage. The changing competitive landscape forces leaders to use IS to innovate by aligning IT with business objectives. 4 strategies are used: low-cost leadership, product differentiation, focusing on market niche, and strengthening customer and supplier intimacy. Smart products and IoT (sensors in industrial and consumer products) are discussed. A firm's value chain is linked to the value chains of customers, distributors and suppliers. Methods to improve quality and business process management are discussed.

Chapter 4 focuses on the ethical, social, and political issues raised by information systems. Five identified moral dimensions of the information age are presented: Information rights and obligations, Accountability and control, Quality of life, Property rights and obligations, and System quality. As an example: NORA is a powerful analysis technology that crunches data from multiple sources to find hidden connections and is typically used by government. Accountability, Reliability, and Liability are discussed. A 5-step ethical analysis is proposed, followed by use of one of 6 ethical principles: Golden Rule, Kant's Categorical Imperative, Slippery Slope Rule, Utilitarian and Risk Aversion Principle, or the No-Free-Lunch Rule.