

Here are some of the real-world companies you'll find in the cases and Interactive Sessions in the Laudons' *Essentials of Management Information Systems*, Eighth Edition:

Chapter 1: Business Information Systems in Your Career

NBA Teams Make a Slam Dunk with Information Technology
UPS Competes Globally with Information Technology
How Can Saks Know Its Customers?
Is Second Life Ready for Business?

Chapter 2: E-Business: How Businesses Use Information Systems

Information Systems Join the Tupperware Party
Toyota As Number One
Google's New Search for the Best and the Brightest
JetBlue Hits Turbulence

Chapter 3: Achieving Competitive Advantage with Information Systems

Apple's iTunes: Music's New Gatekeeper
Can Detroit Make the Cars Customers Want?
Parker Hannifin Finds the Right Price
YouTube, the Internet, and the Future of Movies

Chapter 4: IT Infrastructure: Hardware and Software

University of Pittsburgh Medical Center's Technology Cure
Computing Goes Green (Pomona Valley Hospital Medical Center, Hewlett Packard)
Will Google Take Over the Desktop?
Amazon's New Store: Utility Computing

Chapter 5: Foundations of Business Intelligence: Databases and Information Management

NASCAR Races to Manage Its Data
DNA Databases: Crime Fighting Weapon or Threat to Privacy?
The Databases Behind MySpace
Can HP Mine Success from an Enterprise Data Warehouse?

Chapter 6: Telecommunications, the Internet and Wireless Technology

Hyatt Regency Osaka Uses Wireless Networking for High-Touch Service
Monitoring Employees on Networks: Unethical or Good Business? (Potomac Hospital, Ajax Boiler)
Wal-Mart Grapples with RFID
Is Google Becoming Too Powerful?

Chapter 7: Securing Information Systems

Online Games Need Security, Too (K2 Networks)

Bot Armies Launch a Digital Data Siege (U.S. Department of Defense, Transunion, Trend Micro)

Can Salesforce.com On-Demand Remain in Demand?

TJX Companies' Credit Card Data Theft: The Worst Data Theft Ever?

Chapter 8: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

Tasty Baking Company: An Enterprise System Transforms an Old Favorite

Alaska Airlines Soars with Customer Relationship Management

Invacare Struggles with Its Enterprise System Implementation

Sunsweet Growers Cultivates Its Supply Chain

Chapter 9: E-commerce: Digital Markets, Digital Goods

Photobucket: The New Face of E-commerce

Can eBay Continue Growing?

The Allure of MySpace

Can J&R Electronics Grow with E-commerce?

Chapter 10: Improving Decision Making and Managing Knowledge

Eastern Mountain Sports Forges a Trail to Better Decisions

Too Many Bumped Fliers: Why? (U.S. Airways, JetBlue)

Managing with Web 2.0 (Sun Microsystems, IBM)

HSBC's Mortgage Lending Decisions: What Went Wrong?

Chapter 11: Building Information Systems and Managing Projects

A New Ordering System for Girl Scout Cookies

Dorfman Pacific Rolls Out a New Wireless Warehouse

What Went Wrong with Maine's New Medicaid System?

Citizens National Bank Searches for a System Solution

Chapter 12: Ethical and Social Issues in Information Systems

Is Your Student Loan Data on Loan? (U.S. Department of Education)

Data for Sale (ChoicePoint, Internal Revenue Service)

Flexible Scheduling at Wal-Mart: Good or Bad for Employees?

The Internet: Friend or Foe to Children?