

Case study example



Managing information systems affiliation Managing information systems Part

I Evaluate the impact of the iPad using Porters competitive forces model

The impact of the iPad has been very significant in terms of its purpose. As a business venture Apple Company created the gadget with the aim of gaining competitive advantage over other companies in the market. In an argument by Laudon (2012), the iPad creation sort to serve a significant purpose in the market and also gain a competitive advantage. The main purpose behind the creation of the iPad was to impact positively in the education sector. Months after its invention, the iPad has been incorporated in many schools across the globe. From this the significance of the apple in the market cannot be undermined.

Compare the capabilities of the iPad to the Kindle. Which is a better device for reading books? Explain your answer.

The iPad and the Kindle reader were created to serve the same purpose which is to aid in acquiring scholarly materials. However, the iPad has been developed to incorporate many features and tasks. However, the Kindle reader stands out as the best gadget to use in terms of education. With its partnership with the marketing giant Amazon, the Kindle reader has made shopping for books much easier. The Kindle reader has been developed to download all file formats of documents. Additionally, the Kindle reader has been developed to suit all handheld and computer gadgets. To its features, there is an inclusion of the outstanding 8GB memory which makes storing of files easier. The Kindle reader also has the ability of storing 6000 books which makes it the ultimate gadget to use in accessing books.

Part II

What are the ethical, social and political issues raised by this case?

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Texting while driving has been an issue posing increasing negative effects on the transport system across the globe. From the social setting, lives are lost each due to carelessness driving mainly attributed to texting while on the wheel. According to Laudon (2012) the effects of texting on the while has cost the society the lives of many people. The political front has also felt the effects as governments officials are banned from texting while driving. This was evidence that the government is more than willing to curb the mess. It unethical to text while driving knowing the danger you are exposing yourself and others to. This in some cases can be termed as murder.

Many people are not informed of the widespread effects of texting while on the wheel across the U. S. Do a search on this case

The effects of texting while driving has been severe in the United States like many other nations around the globe. The states around the United States share the same negative sentiments when referring to texting while driving. However, the general population is not well sensitized as people continue with this ignorant trait. Individuals ignore the warnings made by authorities and other concerned parties. Amid the warnings from authorities, two separate fatal accidents occurred due to texting while on the wheel. One in Utah involving a college student while the other in California which became the worst railway accident in two decades. It is from these two incidences that authorities across all states in the United States decided to establish law to punish offenders. According to Laudon (2012) this is the only way to bring people to the realization of the dangers involved in texting while driving.

Reference

Laudon, K. (2012). Management information system: managing the digital firm. New York: Prentice Hall.

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