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Answering Questions Answer to Question As the claims that IT doesn’t matter, and goes ahead to that IThas become a commodity rather than a distinguishing factor in business, I chose to disagree with the statements. This is because in the present digital age, IT is a dynamic field of study and a defining factor for all business operations. In fact, the success of Information System in an organization usually manifests in its level of infrastructure. Information technology is like a railway line or a road, a super highway for data transfer. That doesn’t make it a common and ordinary commodity that does not matter. Information Systems have the capacity to distinguish the performance of an organization from another. There are areas of information technology that have not been explored and fully exhausted. For example, the area of data mining, artificial intelligence and robotics, decision support system and system automation. In the dynamic business world, there are newly emerging needs of information technology that continues to raise the new needs of information System solutions. For example, the present business world requires real time systems such as mobile applications. The demand for new data communication methodologies is continuously rising and their efficiencies place organizations in different ranks (Dyché 10).   
Answer to Question 2   
The third rule for IT management is right. IT managers should place more emphasis on the vulnerability as opposed to the opportunities that it offers. There reason for this is that IT already has a guarantee of opportunities, so there is no need of wasting efforts searching for them. Secondly, Information Technology faces unpredictable threats that can be extremely costly. IT systems should be able to take care of information within an organization and guard them from external malicious attacks. There is especially an emerging trend of cyber crime threat against Information System Solutions. This is what should worry an organization. In fact, for as long as the system is exposed to vulnerability, even the opportunities do not serve any purpose to the organization. Information Systems Risk management is an essential function that an organization cannot do without unless it is planning to remain at risk of attacks. The management of an organization must therefore have a method of identifying possible risks, their causes and possible controls to put in place to regulate the exposure of sensitive data to external entities. There should be a continuous review of the risks to identify the most critical dangers that the information system exposes the organization to (Proctor 12).   
Answer to Question 3   
Duke Nukem is a system that what developed as an idea of two people from Dallas, Broussard and Miller. The two contracted a programmer from Rhodes Island. The programmed developed a three dimensional game (Duke Nukem), which was very addictive and showed indecent images such as naked photos and quickly attracted criticism from certain quotas. The game presented a virtual real world in which players could easily interact with other objects. From the sale of 3. 5 million copies of the game Broussard and Miller instantly acquired a lot of wealth. The game brought a lot of excitement to its users. In order to change the face of Duke Nukem, I would have eradicated the indecent naked images and used common objects such as vehicles, balls etc. To manage the emerging issues with IT change process, there has to be a documentation of every system developed. Duke Nukem needed exactly that to continue in the right path (Reynolds 17).   
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Reynolds, George. Ethics in Information Technology. London: Cengage Learning, 2009. Print.