

LIST OF UPDATES
Piccoli & Pigni
IS FOR MANAGERS Edition 3.1

CHAPTER 3

Page 58, footnote 9,

REPLACED link with this new link:

<http://www.cioupdate.com/insights/article.php/2235231/Hilton-Hotels-CIO-Talks-OnQ.htm>

Page 62, Table 3.4,

REPLACED the link in the source with this new link:

<http://panorama-consulting.com/erp-failures-and-lawsuits-its-not-just-for-the-tier-i-erp-vendors/>

Page 84, Figure 3.29, REPLACED the link of source with this new link:

<https://ax.help.dynamics.com/en/wiki/deploy-microsoft-dynamics-ax-2012-r3-on-azure-using-lifecycle-services-lcs/>

CHAPTER 4

Page 111, footnote 12,

REPLACED the link with this new link:

https://en.wikipedia.org/wiki/Facebook,_Inc._v._Power_Ventures,_Inc.

Page 139, footnote 6,

REPLACED the link with this new link:

<http://archive.wired.com/science/discoveries/news/2001/03/42230>

CHAPTER 5

Page 160, Sidebar 5.1, end of first paragraph, CORRECTION:

REMOVED "(See Sidebar 5.1 for a complete description of Triplt.)"

Page 164, 2nd paragraph, fourth line, when discussing Pareto 80-20, CORRECTION:

REPLACED material between parentheses: "your customers"

WITH: "your product catalog"

so the material in the parentheses now reads as follows:

(e.g., 80% of your sales will come from 20% of your product catalog).

CHAPTER 7

Page 199, end of first paragraph, CORRECTION:

REPLACED "as much as one dollar"

WITH: "as much as two dollars"

CHAPTER 8

Page 219, Figure 8.11

REPLACED with simpler illustration.

Page 220, fourth paragraph, end of second line through end of paragraph, UPDATED to this:

“For example, Netflix homepage⁹ is designed to help users find and discover content they would enjoy watching. By using recommendation algorithms, Netflix personalizes the ranking of the entire catalog based on users’ unique set of interests, and then adjusts the page layout based on navigation patterns and current devices, placing and selecting relevant content in positions that are most likely to be seen.”

REPLACED FOOTNOTE 9 on the bottom of page 220 with the following:

⁹ Alvino, C., & Basilico, J. (2015, April 9). Learning a Personalized Homepage. Retrieved from <http://techblog.netflix.com/2015/04/learning-personalized-homepage.html>

Page 229, “New Digital Value” section, second paragraph, 6th line, UPDATED:
Sentence now reads as follows:

“Current examples come from the music service Spotify and the video streaming service Netflix which developed a proprietary recommendation engine ...”

CHAPTER 10

Page 273, bottom of page, Point 4, CORRECTION:
CHANGED "Heading each column in Figure 10.3"
TO "Heading each column in Figure 10.2"

CHAPTER 12

Page 326, last line of second complete paragraph, CORRECTION:
CHANGED “We will formally discuss these opportunities in Chapter 7...”,
TO “We formally discussed these opportunities in Chapter 7.”

CHAPTER 13

Page 348, Figure 13.4

REPLACED the link in the source with this new link:

http://www.pwccn.com/home/eng/rcs_info_security_2015.html

Page 371, Further Readings, point 6,

DELETED current point 6: “Wilder, C., & Soat, J. (2001, May 14). The ethics of data...”

REPLACED WITH THIS:

Morey, T., Forbath, T. “Theo,” and Schoop, A. (2015, May). Customer Data: Designing for Transparency and Trust, *Harvard Business Review*. Retrieved from <https://hbr.org/2015/05/customer-data-designing-for-transparency-and-trust>.”