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Chapter 3: Achieving Competitive Advantage with Information Systems 77 3.1 Using Information Systems to Achieve Competitive Advantage In almost every industry you examine, you will find that some firms do better than most

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George M. Marakas is an associate professor of Information Systems at the School of Business at the University of Kansas. His teaching expertise includes Systems Analysis and Design, Technology-Assisted Decision Making, Electronic Commerce, Management of IS Resources, Behavioral IS Research Methods, and Data Visualization and Decision Support.

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