

## PROJECTS

1. A properly designed extranet allows companies to reduce internetworking costs and gives participating companies a competitive advantage, which can lead to increased profits. After reading the information presented in this chapter and other sources, write a one-page paper that identifies three companies that are using extranets as an internetworking platform. List two applications of this platform in each company. What are two challenges that must be overcome for designing a successful extranet?
2. AskMD is a popular medical app. After reading the information presented in this chapter and other sources, write a one-page paper that summarizes some of the features of this app. What are three other examples of medical apps for iOS and Android devices?
3. The human resources departments of many organizations are creating intranets to improve the efficiency and effectiveness of the departments' operations. After reading the information presented in this chapter and other sources, write a one-page paper that summarizes the applications of intranets in HR operations. What are some of the challenges in designing and using such an application? Which other departments in a business firm can use intranets and for which applications?

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4. Small as well as large businesses could use social networks to improve their efficiency and help their bottom lines. After reading the information presented in this chapter and other sources, write a two-page paper that identifies two applications of Twitter, Facebook, Pinterest, and Yelp in running a small business.
5. Graph Search by Facebook and Knowledge Graph by Google offer features that are not available in traditional search engines. After reading the information presented in this chapter and other sources, write a one-page paper that outlines two business applications of each search method. How could these new search methods help a business generate more revenue?
6. The Internet of Me has created a lot of excitement in the business world. After reading the information presented in this chapter and other sources, write a one-page paper that lists five business applications of this new platform. What are some of the legal and social issues related to the Internet of Me?

