Literature search

Literature search

For each (a)-(d) {
    Find 2 sources
    For each source ask {
        What is it?
        Is it so?
        So what?
    }
}

	Similar Mission	Similar Technology Issue
Non-profits	(a)	(b)
For-profits	(c)	(d)

E.g. Home for orphaned children with an issue of information about the children

(a) Another orphanage

(b) School with issue of keeping student information

(c) Info system for small hotel

(d) Customer relationship management system (CRM) for car dealers.

Lit Review - 3 Questions

Process readings using 3 questions:

What is it?

      Is it so?

            So what?

3 Questions

- **What is it:**
  - briefly describe what the article contains (case study, analysis of data, news report)
- **Is it so:**
  - Consider the source. How reliable is it? Do you believe it? What doubts do you have?
- **So what:**
  - How does what you read inform your consulting assignment? Compare and contrast situations, what inferences can be drawn?

Literature Review Process

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