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Every day, we encounter technology that would have been inconceivable to most consumers twenty years ago. Consider your cell phone, for example. Most of us have smart phones, and therefore, have the Internet, email access and a high-quality camera in the palm of our hand. Smart phones, tablets and social networking sites affect how businesses and employees effectively work. In this issue of the *Baylor Business Review*, we explore how technology continues to transform the way we do business.

Although mobile devices have revolutionized how we live and work, larger scale technological advancements like cloud computing and innovative data collection impact the business world. As technology plays a larger role in our day-to-day activities, leveraging data becomes more important. How are businesses collecting data from smart phones, tablets and other devices? What kind of data analysis is taking place? Marketing professor Jeff Tanner explores how businesses can leverage those numbers to get more value.

In this issue, several alumni share their insights into the changing landscape of tech jobs and their influence on the economy. From hospitals to small businesses to classrooms, technology has changed the face of business. In fact, to adapt with business innovation, the *Baylor Business Review* created an iPad app, which provides an enhanced magazine experience with exclusive interactive content. Search "Baylor Business Review" on the iTunes App Store or visit bbr.baylor.edu/app to download the free BBR app today.

I look forward to seeing many of you back on campus in October to celebrate Homecoming with your Baylor friends and family.

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