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KEY=SYSTEMS - BATES HUDSON

MANAGEMENT INFORMATION SYSTEMS

MANAGING THE DIGITAL FIRM

Pearson Educación Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

ESSENTIALS OF MIS, STUDENT VALUE EDITION

Prentice Hall An in-depth look at how today's businesses use information technologies. Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business professional. Laudon and Laudon continue to emphasize how business objectives shape the application of new information systems and technologies.

SOFTWARE QUALITY ASSURANCE

FROM THEORY TO IMPLEMENTATION

Pearson Education This book comprehensively covers the ISO 9000-3 requirements. IT also provides a substantial portion of the body of knowledge required for the CSQE (Certified Software Quality Engineer) as outlined by the ASQ (American Quality Engineer) as outlined by the ASQ (American Society for Quality).

ESSENTIALS OF MANAGEMENT INFORMATION SYSTEMS

Pearson/Education For undergraduate and graduate MIS courses. This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. This edition gives An in-depth look at how today's businesses use information technologies. Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business student. Laudon and Laudon continue to define the MIS course for all business majors by emphasizing how business objectives shape the application of new information systems and technologies. The ninth edition focuses on currency and cutting-edge topics.

PARENTOLOGY

EVERYTHING YOU WANTED TO KNOW ABOUT THE SCIENCE OF RAISING CHILDREN BUT WERE TOO EXHAUSTED TO ASK

Simon and Schuster An award-winning scientist offers his unorthodox approach to childrearing: "Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions" (Amy Chua, author of *Battle Hymn of the Tiger Mother*). If you're like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids. You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In *Parentology*, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley's sassy kids show him the limits of his profession. *Parentology* teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You'll be laughing and learning at the same time.

ACCOUNTING INFORMATION SYSTEMS

CONTROLS AND PROCESSES

John Wiley & Sons Accounting Information Systems provides a comprehensive knowledgebase of the systems that generate, evaluate, summarize, and report accounting information. Balancing technical concepts and student comprehension, this textbook introduces only the most-necessary technology in a clear and accessible style. The text focuses on business processes and accounting and IT controls, and includes discussion of relevant aspects of ethics and corporate governance. Relatable real-world examples and abundant end-of-chapter resources reinforce Accounting Information Systems (AIS) concepts and their use in day-to-day operation. Now in its fourth edition, this popular textbook explains IT controls using the AICPA Trust Services Principles framework—a comprehensive yet easy-to-understand framework of IT controls—and allows for incorporating hands-on learning to complement theoretical concepts. A full set of pedagogical features enables students to easily comprehend the material, understand data flow diagrams and document flowcharts, discuss case studies and examples, and successfully answer end-of-chapter questions. The book's focus on ease of use, and its straightforward presentation of business processes and related controls, make it an ideal primary text for business or accounting students in AIS courses.

HIGH PERFORMANCE COMPUTING SYSTEMS AND APPLICATIONS

Springer Science & Business Media Major advances in computing are occurring at an ever-increasing pace. This is especially so in the area of high performance computing (HPC), where today's supercomputer is tomorrow's workstation. High Performance Computing Systems and Applications is a record of HPCS'98, the 12th annual Symposium on High Performance Computing Systems and Applications. The quality of the conference was significantly enhanced by the high proportion of keynote and invited speakers. This book presents the latest research in HPC architecture, networking, applications and tools. Of special note are the sections on computational biology and physics. High Performance Computing Systems and Applications is suitable as a secondary text for a graduate-level course on computer architecture and networking, and as a reference for researchers and practitioners in industry.

ENCYCLOPEDIA OF NETWORKED AND VIRTUAL ORGANIZATIONS

IGI Global [Administration (référence électronique) ; informatique].

PROJECT MANAGEMENT FOR INFORMATION SYSTEMS

Pearson Education The fourth edition of this text addresses the issue of organizational culture in more detail and gives an analysis of why information system projects fail and what can be done to make success more likely.

ESSENTIALS OF MANAGEMENT INFORMATION SYSTEMS

ORGANIZATION AND TECHNOLOGY

Essentials of Management Information Systems, 2/e, prepares students of the constantly changing demands of information systems management - first by relating MIS to management, the organization, and technology, focusing on the importance of integrating these elements; secondly by tracking emerging technologies and organizational trends; thirdly by consistently using examples taken from real businesses both domestic and foreign. The Second Edition explores the recent, rapid expansion of INTERNET related technologies and the impact they are having on how business is being done. The CD ROM-based Multimedia Edition offers all the text content, including figures, graphs, illustrations, and photos plus added multimedia dimensions of audio, video, animations, and an interactive study guide. Students may use the traditional text or the CD ROM independently or use the CD in conjunction with the text as a multi-media learning tool.

E-COMMERCE 2014

BUSINESS, TECHNOLOGY AND SOCIETY

Pearson Higher Ed This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce—technology change, business development, and social issues—to provide a coherent conceptual framework for understanding the field.

INTRODUCTION TO E-BUSINESS

Routledge An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

E-COMMERCE

BUSINESS, TECHNOLOGY, SOCIETY

For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

E-COMMERCE 2021-2022: BUSINESS. TECHNOLOGY. SOCIETY. , GLOBAL EDITION

Pearson For courses in e-commerce. The most up-to-date, comprehensive overview of e-commerce today Lively and fun to read, E-commerce 2021: Business, Technology, and Society is an in-depth, thought-provoking introduction to e-commerce focusing on key concepts and the latest empirical and financial data. Hundreds of examples from companies such as Facebook®, Google®, Twitter®, Amazon®, Pinterest®, eBay®, Uber®, WhatsApp®, and Snapchat® illustrate how e-commerce is altering business practices and driving shifts in the global economy. The entire 16th edition has been updated through October 2020, and includes up-to-date coverage of privacy and piracy, government surveillance, cyberwar, fintech, social local-mobile marketing, internet sales taxes, and intellectual property.

INTERNATIONAL FINANCIAL MANAGEMENT

Cengage Learning INTERNATIONAL FINANCIAL MANAGEMENT strives to build on the foundation of corporate finance. Recognizing that multinational corporations continue to globally expand, this text first provides a background on the international environment and then focuses on the managerial aspects from a corporate perspective. This book gives you the tools to understand the international financial environment so that you can manage within it. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

SOFTWARE ENGINEERING METHODS IN INTELLIGENT ALGORITHMS

PROCEEDINGS OF 8TH COMPUTER SCIENCE ON-LINE CONFERENCE 2019, VOL. 1

Springer This book presents software engineering methods in the context of the intelligent systems. It discusses real-world problems and exploratory research describing novel approaches and applications of software engineering, software design and algorithms. The book constitutes the refereed proceedings of the Software Engineering Methods in Intelligent Algorithms Section of the 8th Computer Science On-line Conference 2019 (CSOC 2019), held on-line in April 2019.

MODERN DATABASE MANAGEMENT

The fifth edition of Modern Database Management has been updated to reflect the most current database content available. It provides sound, clear, and current coverage of the concepts, skills, and issues needed to cope with an expanding organisational resource. While sufficient technical detail is provided, the emphasis remains on management and implementation issues pertinent in a business information systems curriculum.

INFORMATION SYSTEMS

CRITICAL PERSPECTIVES

Routledge Whilst Information Systems has the potential to widen our view of the world, it often has the opposite effect by limiting our ability to interact, facilitating managerial and state surveillance or instituting strict hierarchies and personal control. In this book, Bernd Stahl offers an alternative and critical perspective on the subject, arguing that the ongoing problems in this area could be caused by the misconceptualization of the nature and role of IS. Stahl discusses the question of how IS can be used to actually overcome oppression and promote emancipation, breaking the book into four sections. The first section covers the theory of critical research in IS, giving a central place for the subject of ethics. The second section discusses the philosophical underpinnings of this critical research. The third and largest section gives examples of the application of critical work in IS. The final section then reflects on the approach and suggests ways for further development.

MANAGEMENT INFORMATION SYSTEMS (ARAB WORLD EDITIONS)

A continuing stream of information technology innovations is transforming the business world, in the Arab region and right around the globe. This text gives readers an in-depth look at how both local and international corporations harness information technology and systems to achieve corporate objectives. With a focus on providing students with engaging content that draws links between MIS theory and its application to real-life business scenarios, this text is an essential companion to any student of MIS in the Arab region.

INFORMATION SYSTEMS FOR BUSINESS AND BEYOND

"Information Systems for Business and Beyond introduces the concept of information systems, their use in business, and the larger impact they are having on our world."--BC Campus website.

MANAGING CHANGE

A STRATEGIC APPROACH TO ORGANISATIONAL DYNAMICS

Pearson Education "This text is unique in demonstrating clearly the linkages between corporate strategy, organisational behaviour and the management of change. This is an ideal undergraduate text that will also be valuable for experienced managers on masters programmes." David Buchanan, Professor of Organisational Behaviour, Cranfield School of Management "This is the essential and definitive text on change management. It integrates the vast sweep of organisational theory and practice in a highly readable way. Every student and practitioner must have this." Michael Griffin, Director of Human Resources, King's College Hospital NHS Trust Globalisation. Mergers and Acquisitions. New technologies. New competitors. Rapid growth. Rapid decline. Economic boom. Financial crisis. In order to maximise their success, organisations today need to adapt to a turbulent environment. Yet one of the world's leading consultancies, Bain & Co, claims that the failure rate of change management projects is around 70 per cent. Managing change is not easy. The purpose of this leading textbook is to help you understand and consider the theoretical approaches to change and to make sense of these in the light of practical examples. Managing Change is written for students on modules covering management, strategy and organisational change as part of undergraduate and postgraduate programmes.

INTRODUCTORY RELATIONAL DATABASE DESIGN FOR BUSINESS, WITH MICROSOFT ACCESS

John Wiley & Sons A hands-on beginner's guide to designing relational databases and managing data using Microsoft Access Relational databases represent one of the most enduring and pervasive forms of information technology. Yet most texts covering relational database design assume an extensive, sophisticated computer science background. There are texts on relational database software tools like Microsoft Access that assume less background, but they focus primarily on details of the user interface, with inadequate coverage of the underlying design issues of how to structure databases. Growing out of Professor Jonathan Eckstein's twenty years' experience teaching courses on management information systems (MIS) at Rutgers Business School, this book fills this gap in the literature by providing a rigorous introduction to relational databases for readers without prior computer science or programming experience. Relational Database Design for Business, with Microsoft Access helps readers to quickly develop a thorough, practical understanding of relational database design. It takes a step-by-step, real-world approach, using application examples from business and finance every step the way. As a result, readers learn to think concretely about database design and how to address issues that commonly arise when developing and manipulating relational databases. By the time they finish the final chapter, students will have the knowledge and skills needed to build relational databases with dozens of tables. They will also be able to build complete Microsoft Access applications around such databases. This text: Takes a hands-on approach using numerous real-world examples drawn from the worlds of business, finance, and more Gets readers

up and running, fast, with the skills they need to use and develop relational databases with Microsoft Access Moves swiftly from conceptual fundamentals to advanced design techniques Leads readers step-by-step through data management and design, relational database theory, multiple tables and the possible relationships between them, Microsoft Access features such as forms and navigation, formulating queries in SQL, and normalization Introductory Relational Database Design for Business, with MicrosoftAccess is the definitive guide for undergraduate and graduate students in business, finance, and data analysis without prior experience in database design. While Microsoft Access is its primary "hands-on" learning vehicle, most of the skills in this text are transferrable to other relational database software such as MySQL.

E-COMMERCE 2020-2021: BUSINESS, TECHNOLOGY AND SOCIETY, GLOBAL EDITION

Pearson E-commerce 2021: business.technology.society 16E provides you with an in-depth introduction to the field of e-commerce. We focus on key concepts, and the latest empirical and financial data, that will help you understand and take advantage of the evolving world of opportunity offered by e-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy"

INFORMATION TECHNOLOGY FOR MANAGERS

Cengage Learning Now today's managers can prepare to successfully oversee and understand information systems with Reynold's INFORMATION TECHNOLOGY FOR MANAGERS, 2E. This practical, insightful book prepares current and future managers to understand the critical business implications of information technology. A wealth of actual contemporary examples demonstrate how successful managers can apply information technology to improve their organizations. A new chapter on IT security, hands-on scenarios and practical cases give readers an opportunity to apply what they're learning. This edition's solid framework helps define the manager's important role in information technology and in working effectively with all members of the organization to achieve results. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

INFORMATION SYSTEMS TODAY

MANAGING IN THE DIGITAL WORLD

Pearson College Division ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Information Systems Today shows readers how information technology and systems are continuing to expand within all aspects of today's organizations and society. The fifth edition focuses on how information systems are fueling globalization--making the world smaller and more competitive--in virtually every industry and at an ever-increasing pace.

KNOWLEDGE MANAGEMENT

AN EVOLUTIONARY VIEW

Routledge This book serves as a complete introduction to the subject of Knowledge Management (KM), and incorporates technical as well as social aspects, concepts as well as practical examples, and traditional KM approaches as well as emerging topics. Knowledge Management: Systems and Processes enhances the conventional exposition of KM with an in-depth discussion of the technologies used to facilitate the management of knowledge in large and small organizations. This includes a complete description of the theory and applications of the various techniques and technologies currently in use to manage organizational knowledge. The discussion of technology is at a level appropriate for the typical business administration graduate student or corporate manager. Special features:* Includes case studies of actual implementations of KM systems, including details such as system architecture * Contains numerous vignettes describing practical applications of KM initiatives at leading firms and governmental organizations * Provides a balanced view of knowledge management, while incorporating benefits and controversial issues, and both technology and social aspects * Extremely current, making extensive use of latest developments in, and examples from, the field of KM * Written by two proficient and recognized researchers in the field of KM.

MATHEMATICS FOR ECONOMICS

STUDENT'S SOLUTIONS MANUAL

MIT Press This text offers a presentation of the mathematics required to tackle problems in economic analysis. After a review of the fundamentals of sets, numbers, and functions, it covers limits and continuity, the calculus of functions of one variable, linear algebra, multivariate calculus, and dynamics.

EMBEDDED SYSTEMS PROGRAMMING

AN INTRODUCTION TO MEDICINAL CHEMISTRY

Oxford University Press This volume provides an introduction to medicinal chemistry. It covers basic principles and background, and describes the general tactics and strategies involved in developing an effective drug.

INFORMATION SYSTEMS FOR SUSTAINABLE DEVELOPMENT

IGI Global Information Systems for Sustainable Development provides a survey on approaches to information systems supporting sustainable development in the private or public sector. It also documents and encourages the first steps of environmental information processing towards this more comprehensive goal.

INFORMATION TECHNOLOGY CONTROL AND AUDIT, FIFTH EDITION

CRC Press The new fifth edition of Information Technology Control and Audit has been significantly revised to include a comprehensive overview of the IT environment, including revolutionizing technologies, legislation, audit process, governance, strategy, and outsourcing, among others. This new edition also outlines common IT audit risks, procedures, and involvement associated with major IT audit areas. It further provides cases featuring practical IT audit scenarios, as well as sample documentation to design and perform actual IT audit work. Filled with up-to-date audit concepts, tools, techniques, and references for further reading, this revised edition promotes the mastery of concepts, as well as the effective implementation and assessment of IT controls by organizations and auditors. For instructors and lecturers there are an instructor's manual, sample syllabi and course schedules, PowerPoint lecture slides, and test questions. For students there are flashcards to test their knowledge of key terms and recommended further readings. Go to <http://routledge/textbooks.com/textbooks/9781498752282/> for more information.

STRATEGIC INFORMATION MANAGEMENT

Routledge 'Strategic Information Management' has been completely up-dated to reflect the rapid changes in IT and the business environment since the publication of the second edition. Half of the readings in the book have been replaced to address current issues and the latest thinking in Information Management. It goes without saying that Information technology has had a major impact on individuals, organizations and society over the past 50 years or so. There are few organizations that can afford to ignore IT and few individuals who would prefer to be without it. As managerial tasks become more complex, so the nature of the required information systems (IS) changes - from structured, routine support to ad hoc, unstructured, complex enquiries at the highest levels of management. As with the first and second editions, this third edition of 'Strategic Information Management: Challenges and strategies in managing information systems' aims to present the many complex and inter-related issues associated with the management of information systems. The book provides a rich source of material reflecting recent thinking on the key issues facing executives in information systems management. It draws from a wide range of contemporary articles written by leading experts from North America and Europe. 'Strategic Information Management' is designed as a course text for MBA, Master's level students and senior undergraduate students taking courses in information management. It provides a wealth of information and references for researchers in addition.

ADVANCED ACCOUNTING

PEARSON NEW INTERNATIONAL EDITION

For undergraduate and graduate courses in advanced accounting. An in-depth guide to accounting that reflects the most up-to-date business developments. This comprehensive textbook addresses practical financial reporting problems while reflecting recent business developments and changes in accounting standards. This edition has been rewritten to align with the Financial Accounting Standards Board Accounting Standards Codification.

INFORMATION SYSTEMS FOUNDATIONS

THEORY, REPRESENTATION AND REALITY

ANU E Press This volume contains the papers presented at the third biennial Information Systems Foundations ('Theory, Representation and Reality') Workshop, held at The Australian National University in Canberra from 27-28 September 2006. The focus of the workshop was, as for the others in the series, the foundations of Information Systems as an

academic discipline. The particular emphasis was, as in past workshops, the adequacy and completeness of theoretical underpinnings and the research methods employed. At the same time the practical nature of the applications and phenomena with which the discipline deals were kept firmly in view. Accordingly, the papers in this volume range from the unashamedly theoretical in their focus (Designing for Mutability in Information Systems Artifacts; Towards a Unified Theory of Fit: Task, Technology and Individual) to the much more practically oriented (An Action-Centred Approach to Conceptualising Information Support for Routine Work).

ENTERPRISE SYSTEMS FOR MANAGEMENT

PEARSON NEW INTERNATIONAL EDITION

Pearson Higher Ed For undergraduate and MBA-level Enterprise Systems courses. An approach to understanding and implementing ERP systems for success in today's organizations. Motiwalla teaches students the components of an ERP system, and the process of implementing ERP systems within a corporation to increase the overall success of the organization. This text also places major importance on the strategic role of ERP systems in providing a platform for improved business operations and productivity. The second edition reflects the nature of today's enterprise systems.

MANAGERIAL ACCOUNTING (16TH EDITION)

GUAN LI KUAI JI (YING WEN BAN YUAN SHU DI 16 BAN)

MANAGEMENT

Cengage Learning MANAGEMENT, 12th Edition takes a practical, student-oriented approach toward teaching management with an emphasis on current topics, including issues of diversity, ethics, and technology. The student-friendly content features references to pop culture and cites current publications of interest to students. In addition to providing the management framework and introducing students to contemporary management topics, the text provides experiential activities to get students thinking and acting like real-life managers. A robust network of supplements helps students to understand the hands-on, real-world application of chapter concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

FEDERAL STATISTICS, MULTIPLE DATA SOURCES, AND PRIVACY PROTECTION

NEXT STEPS

National Academies Press The environment for obtaining information and providing statistical data for policy makers and the public has changed significantly in the past decade, raising questions about the fundamental survey paradigm that underlies federal statistics. New data sources provide opportunities to develop a new paradigm that can improve timeliness, geographic or subpopulation detail, and statistical efficiency. It also has the potential to reduce the costs of producing federal statistics. The panel's first report described federal statistical agencies' current paradigm, which relies heavily on sample surveys for producing national statistics, and challenges agencies are facing; the legal frameworks and mechanisms for protecting the privacy and confidentiality of statistical data and for providing researchers access to data, and challenges to those frameworks and mechanisms; and statistical agencies access to alternative sources of data. The panel recommended a new approach for federal statistical programs that would combine diverse data sources from government and private sector sources and the creation of a new entity that would provide the foundational elements needed for this new approach, including legal authority to access data and protect privacy. This second of the panel's two reports builds on the analysis, conclusions, and recommendations in the first one. This report assesses alternative methods for implementing a new approach that would combine diverse data sources from government and private sector sources, including describing statistical models for combining data from multiple sources; examining statistical and computer science approaches that foster privacy protections; evaluating frameworks for assessing the quality and utility of alternative data sources; and various models for implementing the recommended new entity. Together, the two reports offer ideas and recommendations to help federal statistical agencies examine and evaluate data from alternative sources and then combine them as appropriate to provide the country with more timely, actionable, and useful information for policy makers, businesses, and individuals.

ESSENTIALS OF MIS, GLOBAL EDITION

For introductory courses in Information Systems or Management Information Systems. Essentials of MIS is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. Current real-world business cases illustrate how companies have identified, and ultimately solved, key business challenges using information systems and technologies. Through the use of Essentials of MIS, students will be able to participate in, and even lead, management discussions of information systems for a firm. The 14th Edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS, all updated with new figures, tables, and cases. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies, and explore concepts. The knowledge and information in this book will be most valuable to students -- regardless of major -- throughout their business careers.

ESSENTIALS OF MANAGEMENT INFORMATION SYSTEMS

MANAGING THE DIGITAL FIRM

This text contains a wealth of pedagogical features to facilitate student comprehension, which aid in reviewing and reinforcing key concepts, as well as promoting problem-solving skills.