

Read Online Essentials of MIS, Global Edition Full eBook

Details:

Author: *Jane P. Laudon*

Format: *508 pages*

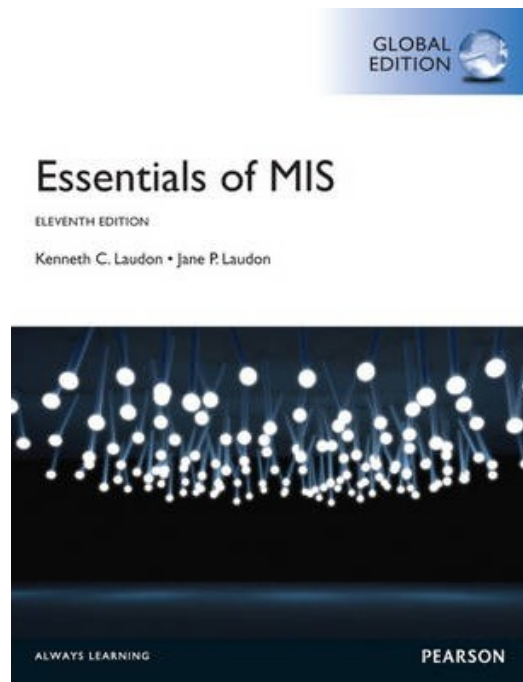
Dimensions: *216 x 276mm*

Publication date: *01 Sep 2014*

Publisher: *Pearson Education Limited*

Release location: *Harlow, United Kingdom*

Language: *English*



Plot:

For undergraduate and graduate MIS courses. 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.

Additional Information:

Table of contents

1. Business Information Systems in Your Career
2. Global E-business and Collaboration
3. Achieving Competitive Advantage with Information Systems
4. Ethical and Social Issues in Information Systems
5. IT Infrastructure: Hardware and Software
6. Foundations of Business Intelligence: Databases and

Information Management
7. Telecommunications, the Internet, and Wireless Technology
8. Securing Information Systems
9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
10. E-commerce: Digital Markets, Digital Goods
11. Improving Decision Making and Managing Knowledge
12. Building Information Systems and Managing Projects