Information Systems Today: Managing the Digital World, Global Edition (Paperback)

By Joseph Valacich, Christoph Schneider

Pearson Education Limited, United Kingdom, 2018. Paperback. Condition: New. 8th edition. Language: English. Brand new Book. For undergraduate courses in management information systems A modern, case study-based exploration of Management Information Systems. Information Systems Today: Managing in a Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. The authors selected cases that highlight real-world companies, technologies, and issues that illuminate the chapter topics. Aligning major concepts with the latest trends, the Eighth Edition explores how the rise of mobile computing, cloud computing, social media, the Internet of Things, and Big Data affect information systems. Valacich and Schneider continue to use real-world examples to further illustrate key points and help students retain valuable insights.MyLab (TM) MIS not included. Students, if MyLab MIS is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab MIS should only be purchased when required by an instructor. Instructors, contact your Pearson rep for more information.MyLab MIS is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment,...

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