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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 Pages: 428 Language: Chinese in Publisher: China Renmin University Press Classic Renditions of Business Administration: Management Information Systems (Essentials Edition version 9) begins with clearly pointed out. Information Systems managers an important tool. can help enterprises to achieve operational excellence. develop new products and new services. improved decision-making and gain competitive advantage. In order to achieve these goals. Classic Renditions of Business Administration: Management Information Systems (Essentials Edition 9 edition) provides an analysis from the three major components of the information system elements - personnel. organizational. technical dimensions - and framework to solve the problem. at the same time provide a four-step approach to solve business problems. namely: how to identify business problems. and how to design the optional programs. how to choose the right program. and. finally. how to implement the program. Version 9 chapters. charts and case fully updated. more emphasis on the content of globalization. multinational corporations and non-US company case. further elaborated the use of information systems in the global business environment. Classic Renditions of Business Administration: Management Information Systems (Essentials Edition version 9) very suitable as MBA and professional information management textbooks or corporate training materials. but also for all those interested in the management of enterprise information for reference with. Contents: Chapter 1 Management Information System of articles of the information system of the digital age and career development 1.1 Information Systems 1.2 information system of modern business and IT perspective 1.3 understand information systems: a business-oriented problem solutions 1.4 Information Systems Chapter 3 the use of information and information systems departments in the type of practice the project of your career 1.5 Management Information Systems Chapter 2 Global E-commerce...



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