



Management Information Systems: Managing the Digital Firm, Global Edition (Paperback)

By Kenneth C. Laudon, Jane P. Laudon

Pearson Education Limited, United Kingdom, 2019. Paperback. Condition: New. 16th edition. Language: English. Brand new Book. For introductory courses in IS (information systems) and MIS (management information systems). The authoritative, case-based study of IS in business todayManagement Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems used by business firms today, while drawing connections between MIS and business performance. The Laudons are known for their outstanding real-world case studies, which describe how well-known companies use IT to solve problems and achieve business objectives. Students develop sought-after skills, such as leading IS-related management discussions and using IT to meet bottom-line results. Each chapter of the 16th edition features all-new Interactive Sessions, new Video Cases, and a new Career Opportunities section building practical job-seeking skills. Also available with MyLab MISMyLab (TM) is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student, who will also learn how MIS concepts will help them succeed in their future careers. Learn more about MyLab MIS.Plus, give students anytime, anywhere access with Pearson eTextPearson eText is a simple-to-use,...



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