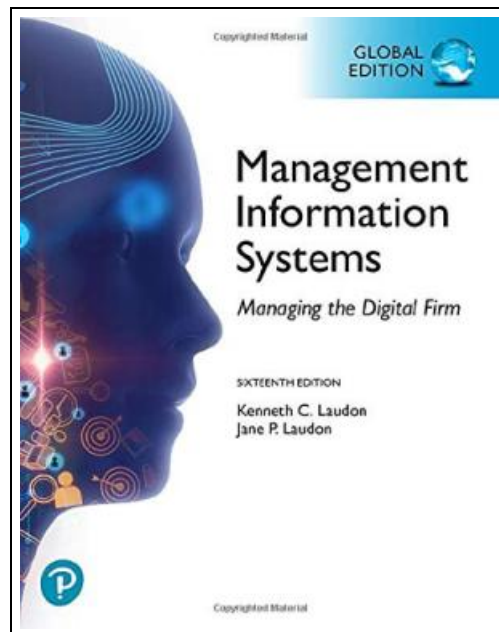


Management Information Systems: Managing the Digital Firm, Global Edition (Paperback)



Filesize: 3.06 MB

Reviews

It is one of the most popular pdfs. It really is full of knowledge and wisdom. It has been developed in an exceptionally easy way and it is just right after I finished reading through this publication by which it really altered me, altered the way in my opinion.

(Dr. Alexa Rogahn)

MANAGEMENT INFORMATION SYSTEMS: MANAGING THE DIGITAL FIRM, GLOBAL EDITION (PAPERBACK)

[DOWNLOAD](#)

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 today. Management 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 MIS. MyLab (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 eText. Pearson eText is a simple-to-use, mobile-optimized, personalized reading experience available within MyLab. It lets students highlight, take notes, and review key vocabulary all in one place - even when offline. For instructors not using MyLab, Pearson eText can also be adopted on its own as the main course material. Learn more about Pearson eText or contact your Pearson rep for purchase options.

[Read Management Information Systems: Managing the Digital Firm, Global Edition \(Paperback\) Online](#)[Download PDF Management Information Systems: Managing the Digital Firm, Global Edition \(Paperback\)](#)

You May Also Like

**The Business Student's Handbook: Skills for Study and Employment (Paperback)**

Pearson Education Limited, United Kingdom, 2016. Paperback. Condition: New. 6th New edition. Language: English. Brand new Book. 'It is very clear and easy to understand and well laid out. A good key text.' Alison Bragg,...

[Save](#) [Book](#)

»

**Biochemistry: Concepts and Connections plus Pearson MasteringChemistry with Pearson eText, Global Edition (Mixed media product)**

Pearson Education Limited, United Kingdom, 2018. Mixed media product. Condition: New. 2nd edition. Language: N/A. Brand new Book. For courses in biochemistry.This package includes Pearson Mastering Chemistry. Engage students in biochemistry visually and through real-world...

[Save](#) [Book](#)

»

**Introductory Digital Image Processing: A Remote Sensing Perspective (Hardback)**

Pearson Education (US), United States, 2015. Hardback. Condition: New. 4th edition. Language: English. Brand new Book. For junior/graduate-level courses in Remote Sensing in Geography, Geology, Forestry, and Biology. Introductory Digital Image Processing: A Remote Sensing...

[Save](#) [Book](#)

»

**The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly (Paperback)**

John Wiley & Sons Inc, United States, 2017. Paperback. Condition: New. 6th Edition. Language: English. Brand new Book. The international bestseller now in a new edition When it comes to marketing, anything goes in the...

[Save](#) [Book](#)

»

**Information Security Management Handbook, Volume 6 (Paperback)**

Taylor & Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. 6th New edition. Language: English. Brand new Book. Updated annually, the Information Security Management Handbook, Sixth Edition, Volume 6 is the most comprehensive and up-to-date...

[Save](#) [Book](#)

»