Essentials of MIS, Global Edition (Paperback)

By Kenneth C. Laudon, Jane Laudon

Pearson Education Limited, United Kingdom, 2018. Paperback. Condition: New. 13th edition. Language: English. Brand new Book. For introductory courses in Information Systems or Management Information Systems. Connect essential MIS concepts to everyday lifeEssentials of MIS is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. Current real-world business cases illustrate how companies have identified, and ultimately solved, key business challenges using information systems and technologies. Through the use of Essentials of MIS, students will be able to participate in, and even lead, management discussions of information systems for a firm. The 13th Edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies, and explore concepts. The knowledge and information in this book will be most valuable to students - regardless of major - throughout their business careers. Pearson MyLab (TM) MIS is not included. Students, if Pearson MyLab MIS is a recommended/mandatory component of the course, please ask your instructor for the correct...

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