Mylab MIS with Pearson Etext -- Access Card -- For Using MIS (Book)

By David M Kroenke, Randall J Boyle

Pearson, United States, 2016. Book. Condition: New. 9th ed. Language: English. Brand new Book. For undergraduate Introductory Management Information Systems coursesThis engaging introduction to how people use IS to solve business problems explains why MIS is the most important course in the business school by showing students how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Included are three unique Guides per chapter focusing on the themes of ethics, security, and other timely topics; plus a number of illustrative cases, exercises, projects, and other aids to ensure that students connect the knowledge in the text to everyday life. With a new edition now publishing each year,Using MIS, 4e, contains fresh, new, and current material to help keep your students up to date.Teaching and Learning ExperienceThis program will provide a better teaching and learning experience?for you and your students. Here?s how:Personalize learning with MyMISLab?the online homework, tutorial, and assessment program that fosters learning within and beyond the classroom.Focus on important themes of ethics, security, and other timely topics through text?s Guides, designed to help students improve their skills as future business professionals.Connect classroom knowledge to everyday life with illustrative cases and a number of exercises...

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