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Management Information Systems: Managing the Digital Firm, Global Edition

By Jane P. Laudon

Pearson Aug 2017, 2017. Taschenbuch. Condition: Neu. Neuware - For courses in Management Information Systems (MIS) The authoritative, case-based view into how businesses leverage information systems Kenneth and Jane Laudon's popular Management Information Systems: Managing the Digital Firm , along with MyLab TM MIS, continues to define the way MIS courses are taught. Designed for business students, the text provides insight into how contemporary businesses leverage information technologies and systems to achieve corporate objectives. The new edition provides the most up-to-date and comprehensive overview of information systems used by businesses today, including all-new real-world cases and discussion of significant contemporary topics, from big data and the Internet of Things (IoT) to machine learning and DevOps. Featuring comprehensive coverage of new technologies and applications, while also considering their impact on business models and decision-making, Management Information Systems enhances learning through vivid examples designed to capture the imaginations of all students. As they build sought-after skills for the modern workplace, students will learn to lead management discussions and drive decisions about their firm's information systems. MyLab MIS not included. Students, if MyLab MIS is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab...



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