



Essentials of MIS with Mymislab (Mixed media product)

By Jane P. Laudon, Kenneth C. Laudon

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. Global ed of 11th revised ed. 275 x 215 mm. Language: N/A. Brand New Book. For courses in Introduction to Information Systems/Management Information Systems. This package includes MyMISLab(R). An in-depth look at how today s businesses use information technologies This comprehensive exploration offers hands-on projects covering the most essential topics in Management Information Systems. An important component is the Video Case Study and Instructional Video Package: 24 video case studies (2 per chapter) plus 16 instructional videos that illustrate business uses of information systems, explain new technologies, and explore concepts. Videos are keyed to the topics of each chapter. This program will provide a better teaching and learning experience-for you and your students. It will help: * Provide the most updated coverage. * Cover the most essential topics in MIS using an integrated framework for describing and analyzing information systems. *Connect classroom knowledge to everyday life by showing information systems composed of people, organization, and technology elements, reinforced in student projects and case studies. *Personalize learning: MyMISLab provides instructors with a rich and flexible set of course materials, along with course-management tools that make it easy to deliver...



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