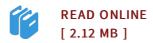




Essentials of Management Information Systems (8th Edition)

By Laudon, Jane; Laudon, Kenneth C.

Prentice Hall, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: PREFACE xv I Information Systems in the Digital Age 1 1 Business Information Systems in Your Career 2 2 E-Business: How Businesses Use Information Systems 38 3 Achieving Competitive Advantage with Information Systems 78 II Information Technology Infrastructure 113 4 IT Infrastructure: Hardware and Software 114 5 Foundations of Business Intelligence: Databases and Information Management 156 6 Telecommunications, the Internet, and Wireless Technology 188 7 Securing Information Systems 228 III Key System Applications for the Digital Age 265 8 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications 266 9 E-Commerce: Digital Markets, Digital Goods 296 10 Improving Decision Making and Managing Knowledge 330 IV Building and Managing Systems 367 11 Building Information Systems and Managing Projects 368 12 Ethical and Social Issues in Information Systems XXX GLOSSARY G-1 REFERENCES R-1 INDEX I-1 PHOTO AND SCREEN SHOT CREDITS P-1 iv.



Reviews

This composed book is excellent. it was actually writtern very perfectly and valuable. I found out this book from my i and dad advised this book to learn.

-- Maymie O'Kon

Here is the finest ebook i have got read until now. It really is simplistic but excitement within the 50 percent in the book. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Lupe Connelly