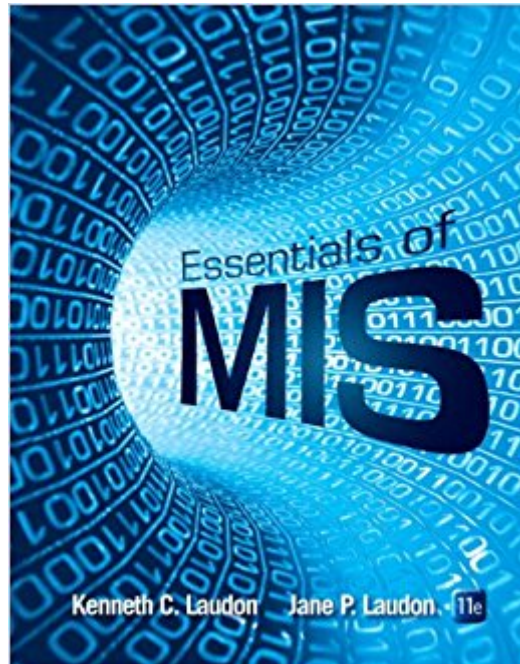




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Essentials Of MIS (11th Edition)



Synopsis

For undergraduate and graduate MIS courses. This in-depth look at how today's businesses use information technologies is part of a complete learning package that includes the core text and extensive supplemental online materials. The core text consists of 12 chapters with hands-on projects covering the most essential topics in MIS. An important part of the core text 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. Teaching and Learning Experience

• This 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. 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. Note: You are purchasing a standalone product; MyMISLab does not come packaged with this content. If you would like to purchase both the physical text and MyMISLab search for ISBN-10: 013380688X/ISBN-13: 9780133806885. That package includes ISBN-10: 0133576841/ISBN-13: 9780133576849 and ISBN-10: 0133581780/ISBN-13: 9780133581782.

• MyMISLab is not a self-paced technology and should only be purchased when required by an instructor.

Book Information

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Customer Reviews

This book of Essentials of MIS (11th Edition) is a must have, well written. Thanks a lot.

This book is required for a grad course.

Great book for school

I wasn't a fan of how politically biased the author was - it was totally evident in the case problems and examples they used. Still lots of good information, but the content was just very skewed. Yes, I do work in the BI industry, so I know what I'm talking about.

Rented this textbook for a computer science class. Though it was mandatory reading, this was one of the easier textbooks to get through. Each chapter was easy to digest and understand, used real life examples to illustrate points and had plenty of discussion questions that led you to think like a manager about information technology in business, and it wasn't a pain to carry around as it is paperback.

Got through the whole semester just fine, great shape. Biggest complaint? On Page 392-393, the pages stuck together. Upon further inspection of the sticking, I noticed the major 3 star causer. There is a big ol' bloody booger smushed between the 2 pages.

Disappointingly out of date already (e.g. Ipods) but that's a given with most tech based books. What's really disappointing is the attempt to suggest common economic and business ideas as something only Information System instead of using them to show how Info Sys can benefit them. My instructor had to bounce throughout the book to keep topics together where the book presents as a little gain spread across chapters.

This is an informative text. It's not always straight to the point but if you speed read the fluff won't be such an irritant.

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