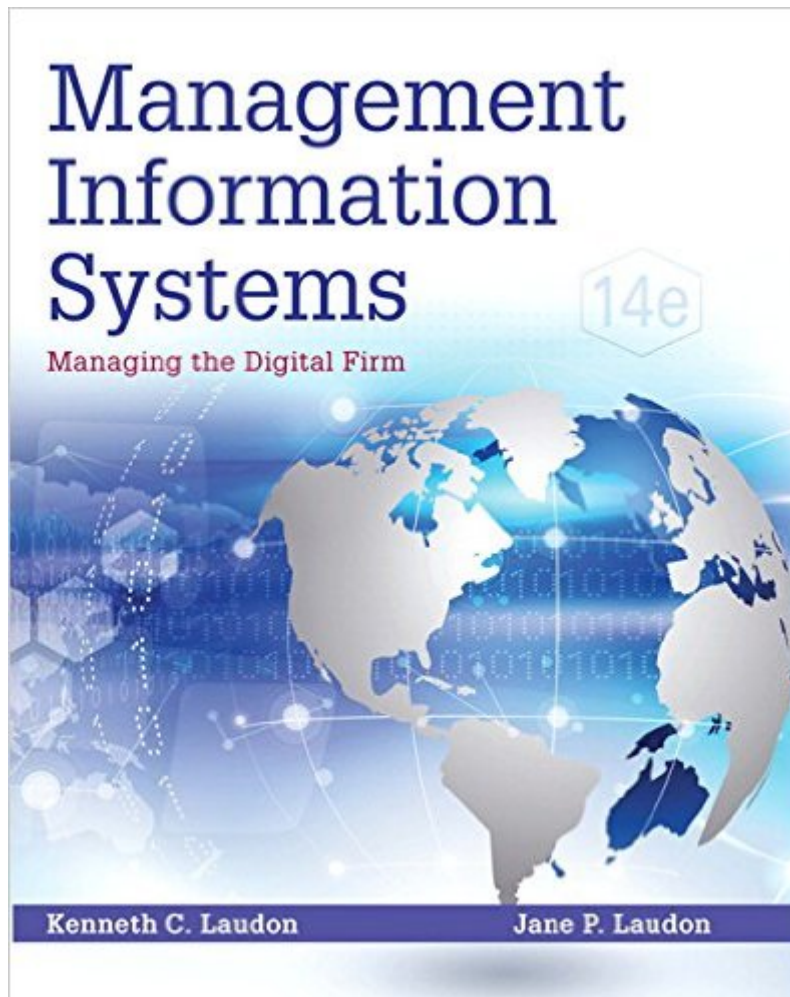


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Management Information Systems: Managing The Digital Firm (14th Edition)



Synopsis

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For undergraduate and graduate Management Information Systems courses. An in-depth exploration of how businesses successfully manage information In its Fourteenth Edition , Management Information Systems: Managing the Digital Firm continues to define courses in Management Information Systems. Designed for business school students, the text provides insight into how today's businesses leverage information technologies and systems to achieve corporate objectives. Providing comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making, Management Information Systems increases student engagement and enhances learning through vivid examples. In this new edition, students will find the most up-to-date, relevant information about information systems used by today's businesses capturing students' attention no matter their industry or vertical of interest. With the help of this text, students will build skills sought after in today's workplace. Later on, they will be able to understand, participate in, and eventually lead management discussions and drive decisions about their firm's information systems. Also available with MyMISLab MyMISLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

Book Information

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Customer Reviews

This book has a lot of issues and wasn't really helpful to me throughout the duration of my class. The authors style of writing isn't interesting to read so it's difficult to retain the information. I'd find myself losing interest while mid-paragraph, start thinking about something else, only to realize I'd finished 2-3 paragraphs and had no memory of anything I'd read. The authors are also overly wordy and use a lot of jargon words. They could easily cut out about half the content from each chapter and still retain the important information. As proof of this, I'll reference chapter 4. I was reading through it and about half way through I read something that I was certain I'd read before. I flipped back to the introduction for chapter 4 on Page 121 and sure enough, they literally copy and pasted a paragraph from the introduction and put it in, nearly word for word, on page 137 of the same chapter. They even placed it in the middle of a paragraph and changed a word here or there to make it look like it is different information. The 2nd paragraph on the intro page starts out "So how common is online behavioral tracking?" whereas the one on page 137 starts out "So how common is web tracking?" Everything after that is copy and pasted. I have no idea how an editor didn't catch this. My guess is that changing the placement of the paragraph was one of the "changes" they made to get people to buy a new edition of the book, but they forgot to delete the spot where it was originally at. This excessive wordiness leads into problem number 2. It takes way to long to get through each chapter. The sweet spot for textbooks is about 25-45 minutes a chapter.

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