

1. Record Nr.	UNINA9910150207703321
Autore	Laudon Kenneth C
Titolo	Essentials of management information systems
Pubbl/distr/stampa	[Place of publication not identified], : Pearson, 2012
ISBN	9780273765462 0273765469
Edizione	[10th edition, global edition.]
Descrizione fisica	1 online resource (504 pages)
Soggetti	Management Business & Economics Management Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Cover -- Contents -- I: Information Systems in the Digital Age -- 1 Business Information Systems in Your Career -- Chapter-Opening Case: Shortening Lines at Disney World: Technology to the Rescue -- 1.1 The Role of Information Systems in Business Today -- How Information Systems Are Transforming Business -- What's New In Management Information Systems? -- Interactive Session: Organizations Running the Business from the Palm of Your Hand -- Globalization Challenges and Opportunities: A Flattened World -- Business Drivers of Information Systems -- 1.2 Perspectives on Information Systems and Information Technology -- What Is an Information System? -- It Isn't Simply Technology: The Role of People and Organizations -- Dimensions of Information Systems -- 1.3 Understanding Information Systems: A Business Problem-Solving Approach -- Interactive Session: Technology UPS Competes Globally with Information Technology -- The Problem-Solving Approach -- A Model of the Problem-Solving Process -- The Role of Critical Thinking in Problem Solving -- The Connection Between Business Objectives, Problems, and Solutions -- 1.4 Information Systems and Your Career -- How Information Systems Will Affect Business Careers -- Information Systems and Your Career: Wrap-Up -- How This Book Prepares You For the Future -- Learning Tracks -- Review Summary --

Key Terms -- Review Questions -- Discussion Questions -- Hands-on
MIS Projects -- Management Decision Problems -- Improving Decision
Making: Using Databases to Analyze Sales Trends -- Improving
Decision Making: Using the Internet to Locate Jobs Requiring
Information Systems Knowledge -- Video Cases -- Collaboration and
Teamwork: Creating a Web Site for Team Collaboration -- Business
Problem-Solving Case The National Bank of Kuwait -- 2 Global E-
Business and Collaboration.

Chapter-Opening Case: America's Cup 2010: USA Wins with
Information Technology -- 2.1 Components of a Business --
Organizing a Business: Basic Business Functions -- Business Processes
-- Managing a Business and Firm Hierarchies -- The Business
Environment -- The Role of Information Systems in a Business -- 2.2
Types of Business Information Systems -- Systems for Management
Decision Making and Business Intelligence -- Interactive Session:
Technology Can Airlines Solve Their Baggage Handling? -- Systems for
Linking the Enterprise -- Interactive Session: Organizations
Rockettheme.com, Thriving on the Web -- Intranets and Extranets --
E-Business, E-commerce, and E-Government -- 2.3 Systems for
Collaboration and Teamwork -- What is Collaboration? -- Business
Benefits of Collaboration and Teamwork -- Building a Collaborative
Culture -- Tools and Technologies for Collaboration and Teamwork --
2.4 The Information Systems Function in Business -- The Information
Systems Department -- Information Systems Services -- Learning
Tracks -- Review Summary -- Key Terms -- Review Questions --
Discussion Questions -- Hands-on MIS Projects -- Management
Decision Problems -- Improving Decision Making: Using a Spreadsheet
to Select Suppliers -- Achieving Operational Excellence: Using Internet
Software to Plan Efficient Transportation Routes -- Video Cases --
Collaboration and Teamwork: Describing Management Decisions and
Systems -- Business Problem-Solving Case Modernization of NTUC
Income -- 3 Achieving Competitive Advantage with Information
Systems -- Chapter-Opening Case: Verizon or AT&T: Which Digital
Strategy Will Prevail? -- 3.1 Using Information Systems to Achieve
Competitive Advantage -- Porter's Competitive Forces Model --
Information System Strategies for Dealing with Competitive Forces.
Interactive Session: Technology Technology Helps Starbucks Find New
Ways to Compete -- The Internet's Impact on Competitive Advantage
-- The Business Value Chain Model -- Synergies, Core Competencies,
and Network-Based Strategies -- Disruptive Technologies: Riding the
Wave -- 3.2 Competing on a Global Scale -- The Internet and
Globalization -- Global Business and System Strategies -- Global
System Configuration -- 3.3 Competing on Quality and Design -- What
Is Quality? -- How Information Systems Improve Quality -- 3.4
Competing on Business Processes -- What Is Business Process
Management? -- Interactive Session: Organizations Burton Snowboards
Speeds Ahead with Nimble Business Processes -- Learning Tracks --
Review Summary -- Key Terms -- Review Questions -- Discussion
Questions -- Hands-on MIS Projects -- Management Decision Problems
-- Improving Decision Making: Using a Database to Clarify Business
Strategy -- Improving Decision Making: Using Web Tools to Configure
and Price an Automobile -- Video Cases -- Collaboration and
Teamwork: Identifying Opportunities for Strategic Information Systems
-- Business Problem-Solving Case Soundbuzz's Music Strategy for
Asia-Pacific -- II: Information Technology Infrastructure -- 4 IT
Infrastructure: Hardware and Software -- Chapter-Opening Case: BART
Speeds Up with a New IT Infrastructure -- 4.1 IT Infrastructure:
Computer Hardware -- Infrastructure Components -- Types of

Computers -- Storage, Input, and Output Technology -- Contemporary Hardware Trends -- Interactive Session: Technology Nordea Goes Green with IT -- 4.2 IT Infrastructure: Computer Software -- Operating System Software -- Application Software and Desktop Productivity Tools -- Software for the Web: Java and HTML -- HTML5 -- Web Services -- Software Trends -- 4.3 Managing Hardware and Software Technology -- Capacity Planning and Scalability. Total Cost of Ownership (TCO) of Technology Assets -- Using Technology Service Providers -- Managing Mobile Platforms -- Managing Software Localization for Global Business -- Interactive Session: People Should You Use Your iPhone for Work? -- Learning Tracks -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-on MIS Projects -- Management Decision Problems -- Improving Decision Making: Using a Spreadsheet To Evaluate Hardware and Software Options -- Improving Decision Making: Using Web Research to Budget for a Sales Conference -- Video Cases -- Collaboration and Teamwork: Evaluating Server and Mobile Operating Systems -- Business Problem-Solving Case Should Businesses Move to the Cloud? -- 5 Foundations of Business Intelligence: Databases and Information Management -- Chapter-Opening Case: Banco de Credito del Peru Banks on Better Data Management -- 5.1 The Database Approach to Data Management -- Entities and Attributes -- Organizing Data in a Organizing Data in a Relational Database -- Establishing Relationships -- 5.2 Database Management Systems -- Operations of a Relational DBMS -- Capabilities of Database Management Systems -- Object-Oriented Databases -- Databases in the Cloud -- 5.3 Using Databases to Improve Business Performance and Decision Making -- Data Warehouses -- What is a Data Warehouse? -- Tools for Business Intelligence: Multidimensional Data Analysis and Data Mining -- Data Mining -- Interactive Session: People Asking the Customer by Asking the Database -- Databases and the Web -- 5.4 Managing Data Resources -- Establishing an Information Policy -- Interactive Session: Organizations Controversy Whirls Around the Consumer Product Safety Database -- Ensuring Data Quality -- Learning Tracks -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-on MIS Projects. Management Decision Problems -- Achieving Operational Excellence: Building a Relational Database for Inventory Management -- Improving Decision Making: Searching Online Databases for Overseas Business Resources -- Video Cases -- Collaboration and Teamwork: Identifying Entities and Attributes in an Online Database -- Business Problem-Solving Case Lego: Combining Business Intelligence with a Flexible Information System -- 6 Telecommunications, the Internet, and Wireless Technology -- Chapter-Opening Case: Hyundai Heavy Industries Creates a Wireless Shipyard -- 6.1 Telecommunications and Networking in Today's Business World -- Networking and Communication Trends -- What Is a Computer Network? -- Key Digital Networking Technologies -- 6.2 Communications Networks -- Signals: Digital vs. Analog -- Types of Networks -- Physical Transmission Media -- 6.3 The Global Internet -- What Is the Internet? -- Internet Addressing and Architecture -- Interactive Session: Organizations The Battle Over Net Neutrality -- Internet Services and Communication Tools -- Interactive Session: People Monitoring Employees on Networks: Unethical or Good Business? -- The Web -- 6.4 The Wireless Revolution -- Cellular Systems -- Wireless Computer Networks and Internet Access -- RFID and Wireless Sensor Networks -- Learning Tracks -- Review Summary -- Key Terms -- Review Questions --

Discussion Questions -- Hands-on MIS Projects -- Management Decision Problems -- Improving Decision Making: Using Spreadsheet Software to Evaluate Wireless Services -- Achieving Operational Excellence: Using Web Search Engines for Business Research -- Video Cases -- Collaboration and Teamwork: Evaluating Smartphones -- Business Problem-Solving Case Apple, Google, and Microsoft Battle for Your Internet Experience -- 7 Securing Information Systems -- Chapter-Opening Case: You're On Facebook? Watch Out!.
7.1 System Vulnerability and Abuse.

Sommario/riassunto

Were you looking for the book with access to MyMISLab? This product is the book alone, and does NOT come with access to MyMISLab. Buy Essentials of MIS: Global Edition with MyMISLab access card 10e (ISBN 9780273765974) if you need access to the MyLab as well, and save money on this brilliant resource. For undergraduate and graduate MIS courses. An in-depth look at how today's businesses use information technologies. Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business student. Laudon and Laudon continue to define the MIS course for all business majors by emphasizing how business objectives shape the application of new information systems and technologies. Need extra support? This title can be supported by MyMISLab, an online homework and tutorial system which can be used by students for self-directed study or fully integrated into an instructor's course. This product is the book alone, and does NOT come with access to MyMISLab. You can benefit from MyMISLab at a reduced price by purchasing a pack containing a copy of the book and an access card for MyMISLab: Essentials of MIS: Global Edition with MyMISLab access card (ISBN 9780273765974). Alternatively, buy access online at www.mymislab.com. For educator access, contact your Pearson Account Manager. To find out who your account manager is, visit www.pearsoned.co.uk/relocator.
