

1. Record Nr.	UNINA9910150212203321
Autore	Laudon Kenneth
Titolo	Management Information Systems, Global Edition
Pubbl/distr/stampa	[Place of publication not identified], : Pearson Education Limited, 2013
ISBN	0-273-79032-3
Edizione	[13th ed.]
Descrizione fisica	1 online resource (645 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 -- Complete Contents -- Part One Organizations, Management, and the Networked Enterprise -- Chapter 1 Information Systems in Global Business Today -- Opening Case: Efficiency in Wood Harvesting with Information Systems -- 1.1 The Role of Information Systems in Business Today -- How Information Systems are Transforming Business -- What's New in Management Information Systems? -- Globalization Challenges and Opportunities: A Flattened World -- Interactive Session: Management Running the Business from the Palm of Your Hand -- The Emerging Digital Firm -- Strategic Business Objectives of Information Systems -- 1.2 Perspectives on Information Systems -- What Is an Information System? -- Dimensions of Information Systems -- It Isn't Just Technology: A Business Perspective on Information Systems -- Interactive Session: Technology UPS Competes Globally with Information Technology -- Complementary Assets: Organizational Capital and the Right Business Model -- 1.3 Contemporary Approaches to Information Systems -- Technical Approach -- Behavioral Approach -- Approach of This Text: Sociotechnical Systems -- Learning Track Modules: How Much Does IT Matter?, Information Systems and Your Career, The Mobile Digital Platform -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Video Cases -- Collaboration and Teamwork Project -- Case Study: Mashaweer -- Chapter 2 Global E-business and

Collaboration -- Opening Case: Telus Embraces Social Learning -- 2.1 Business Processes and Information Systems -- Business Processes -- How Information Technology Improves Business Processes -- 2.2 Types of Information Systems -- Systems for Different Management Groups -- Interactive Session: Technology Schiphol International Hub -- Systems for Linking the Enterprise.

Interactive Session: Management Piloting Procter & Gamble from Decision Cockpits -- E-Business, E-Commerce, and E-Government -- 2.3 Systems for Collaboration and Social Business -- What is Collaboration? -- What Is Social Business? -- Business Benefits of Collaboration and Social Business -- Building a Collaborative Culture and Business Processes -- Tools and Technologies for Collaboration and Social Business -- 2.4 The Information Systems Function in Business -- The Information Systems Department -- Organizing the Information Systems Function -- Learning Track Modules -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Video Cases -- Collaboration and Teamwork Project -- Case Study: Modernization of NTUC Income -- Chapter 3 Information Systems, Organizations, and Strategy -- Opening Case: Will Sears's Technology Strategy Work This Time? -- 3.1 Organizations and Information Systems -- What Is an Organization? -- Features of Organizations -- 3.2 How Information Systems Impact Organizations and Business Firms -- Economic Impacts -- Organizational and Behavioral Impacts -- The Internet and Organizations -- Implications for the Design and Understanding of Information Systems -- 3.3 Using Information Systems to Achieve Competitive Advantage -- Porter's Competitive Forces Model -- Information System Strategies for Dealing with Competitive Forces -- The Internet's Impact on Competitive Advantage -- Interactive Session: Organizations Technology Helps Starbucks Find New Ways to Compete -- The Business Value Chain Model -- Interactive Session: Technology Automakers Become Software Companies -- Synergies, Core Competencies, and Network-Based Strategies -- 3.4 Using Systems for Competitive Advantage: Management Issues -- Sustaining Competitive Advantage -- Aligning IT with Business Objectives.

Managing Strategic Transitions -- Learning Track Module: The Changing Business Environment for Information Technology -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Video Cases -- Collaboration and Teamwork Project -- Case Study: Can This Bookstore Be Saved? -- Chapter 4 Ethical and Social Issues in Information Systems -- Opening Case: Ethical Issues Facing the Use of Technologies for the Aged Community -- 4.1 Understanding Ethical and Social Issues Related to Systems -- A Model for Thinking About Ethical, Social, and Political Issues -- Five Moral Dimensions of the Information Age -- Key Technology Trends That Raise Ethical Issues -- 4.2 Ethics in an Information Society -- Basic Concepts: Responsibility, Accountability, and Liability -- Ethical Analysis -- Candidate Ethical Principles -- Professional Codes of Conduct -- Some Real-World Ethical Dilemmas -- 4.3 The Moral Dimensions of Information Systems -- Information Rights: Privacy and Freedom in the Internet Age -- Property Rights: Intellectual Property -- Interactive Session: Technology Life on the Grid: iPhone Becomes iTrack -- Accountability, Liability, and Control -- System Quality: Data Quality and System Errors -- Quality of Life: Equity, Access, and Boundaries -- Interactive Session: Organizations Monitoring in the Workplace -- Learning Track Module: Developing a Corporate Code of Ethics for Information Systems -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-

On MIS Projects -- Video Cases -- Collaboration and Team work Project -- Case Study: Facebook: It's About the Money -- Part Two Information Technology Infrastructure -- Chapter 5 IT Infrastructure and Emerging Technologies -- Opening Case: Reforming the Regulatory System for Construction Permits -- 5.1 IT Infrastructure. Defining IT Infrastructure -- Evolution of IT Infrastructure -- Technology Drivers of Infrastructure Evolution -- 5.2 Infrastructure Components -- Computer Hardware Platforms -- Operating System Platforms -- Enterprise Software Applications -- Data Management and Storage -- Networking/Telecommunications Platforms -- Internet Platforms -- Consulting and System Integration Services -- 5.3 Contemporary Hardware Platform Trends -- The Mobile Digital Platform -- Consumerization of IT and BYOD -- Grid Computing -- Virtualization -- Interactive Session: Management Should You Use Your iPhone for Work? -- Cloud Computing -- Green Computing -- High-Performance and Power-Saving Processors -- Interactive Session: Organizations Nordea Goes Green with IT -- Autonomic Computing -- 5.4 Contemporary Software Platform Trends -- Linux and Open Source Software -- Software for the Web: Java, HTML, and HTML5 -- Web Services and Service-Oriented Architecture -- Software Outsourcing and Cloud Services -- 5.5 Management Issues -- Dealing with Platform and Infrastructure Change -- Management and Governance -- Making Wise Infrastructure Investments -- Learning Track Modules: -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Video Cases -- Collaboration and Teamwork Project -- Case Study: Should Businesses Move to the Cloud? -- Chapter 6 Foundations of Business Intelligence: Databases and Information Management -- Opening Case: BAE Systems -- 6.1 Organizing Data in a Traditional File Environment -- File Organization Terms and Concepts -- Problems with the Traditional File Environment -- 6.2 The Database Approach to Data Management -- Database Management Systems -- Capabilities of Database Management Systems -- Designing Databases -- 6.3 Using Databases to Improve Business Performance and Decision Making -- The Challenge of Big Data. Business Intelligence Infrastructure -- Analytical Tools: Relationships, Patterns, Trends -- Interactive Session: Technology Big Data, Big Rewards -- Databases and the Web -- Interactive Session: Organizations Controversy Whirls Around the Consumer Product Safety Database -- 6.4 Managing Data Resources -- Establishing an Information Policy -- Ensuring Data Quality -- Learning Track Modules: -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Video Cases -- Collaboration and Teamwork Project -- Case Study: Lego: Embracing Change by Combining BI with a Flexible Information System -- Chapter 7 Telecommunications, the Internet, and Wireless Technology -- Opening Case: RFID and Wireless Technology Speed Up Production at Continental Tires -- 7.1 Telecommunications and Networking in Today's Business World -- Networking and Communication Trends -- What Is a Computer Network? -- Key Digital Networking Technologies -- 7.2 Communications Networks -- Signals: Digital vs. Analog -- Types of Networks -- Transmission Media and Transmission Speed -- 7.3 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: Management Monitoring Employees on Networks: Unethical or Good Business? -- The Web -- 7.4 The Wireless Revolution -- Cellular Systems -- Wireless Computer Networks and Internet Access -- RFID and Wireless Sensor Networks -- Learning Track Modules: --

Review Summary -- Key Terms -- Review Questions --  
Discussion Questions -- Hands-On MIS Projects -- Video Cases --  
Collaboration and Teamwork Project -- Case Study: Apple, Google, and  
Microsoft Battle for Your Internet Experience -- Chapter 8 Securing  
Information Systems.  
Opening Case: You're on LinkedIn? Watch Out!

---

Sommario/riassunto

For undergraduate and graduate Management Information Systems courses. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States. Laudon and Laudon continue to define the MIS course with their latest comprehensive text. Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner. &nbsp;

---