1. Record Nr. UNINA9910154800803321
Autore Laudon Kenneth C. <1944->

Titolo Essentials of management information systems / / Kenneth C. Laudon,

Jane P. Laudon

Pubbl/distr/stampa Harlow, England:,: Pearson,, 2015

©2015

ISBN 1-292-07501-5

Edizione [Eleventh edition, Global edition.]

Descrizione fisica 1 online resource (504 pages) : illustrations (some color), tables

Collana Always Learning

Disciplina 658.4/038011

Soggetti Management information systems

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto Cover -- Title Page -- Complete Contents -- I Information Systems in

the Digital Age -- 1 Business Information Systems in Your Career --Chapter-Opening Case:Rugby Football Union Tries Big Data -- 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: People Meet the New Mobile Workers -- 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 -- The Problem-Solving Approach -- Interactive Session: Technology UPS Competes Globally with Information Technology -- 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 -- 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 -Collaboration and Teamwork Project -- Business Problem-Solving Case
A New Look at Electronic Medical Records -- 2 Global E-business and
Collaboration -- Chapter-Opening Case:Social Networking Takes Off at
Kluwer -- 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 Different Management Groups -- Interactive Session: Organizations Vail Ski Resorts Goes High-Tech for High Touch -- Interactive Session: People Piloting Procter and Gamblefrom Decision Cockpits -- Systems for Linking the Enterprise -- 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 -- Information Systems Services -- 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 --Collaboration and Teamwork Project -- Business Problem-Solving Case Modernization of NTUC Income -- 3 Achieving Competitive Advantage with Information Systems -- Chapter-Opening Case: Grupo Modelo: Competing on Processes -- 3.1 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 -- The Business Value Chain Model -- Interactive Session: Technology Auto Makers Become Software Companies -- 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 New Systems and Business Processes Put MoneyGram "On the Money" --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 -- Collaboration and Teamwork Project -- Business Problem-Solving Case Can This Bookstore Be Saved? -- 4 Ethical and Social Issues in Information Systems --Chapter-Opening Case: Content Pirates Sail the Web -- 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 -- Interactive Session: Technology Big

Data Gets Personal: Behavioral Targeting -- Property Rights:Intellectual Property -- Accountability,Liability, and Control -- System Quality: Data Quality and System Errors -- Quality of Life: Equity,Access, and Boundaries -- Interactive Session: Organizations Wasting Time: The New Digital Divide.

Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Management Decision Problems -- Achieving Operational Excellence: Creating a Simple Blog -- Improving Decision Making: Using Internet Newsgroups for Online Market Research -- Collaboration and Teamwork Project -- Business Problem-Solving Case Facebook: It's About the Money -- II Information Technology Infrastructure -- 5 IT Infrastructure: Hardware and Software -- Chapter-Opening Case:Portugal Telecom Offers IT Infrastructure For Sale -- 5.1 IT Infrastructure: Computer Hardware -- Infrastructure Components -- Types of Computers -- Storage, Input, and Output Technology -- Contemporary Hardware Trends -- Interactive Session: Technology The Greening of the Data Center -- 5.2 IT Infrastructure: Computer Software -- Operating System Software -- Application Software and Desktop Productivity Tools -- HTML and HTML5 -- Web Services -- SoftwareTrends -- 5.3 Managing Hardware and Software Technology -- Capacity Planning and Scalability -- Total Cost of Ownership (TCO) of Technology Assets -- Using Technology Service Providers -- Managing Mobile Platforms -- Interactive Session: People The Pleasures and Pitfalls of BYOD -- Managing Software Localization for Global Business -- 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 -- Collaboration and Teamwork Project -- Business Problem-Solving Case Is It Time for Cloud Computing? -- 6 Foundations of Business Intelligence: Databases and Information Management -- Chapter-Opening Case:BAE Systems -- 6.1 The Database Approach to Data Management -- Entities and Attributes.

Organizing Data in a Relational Database -- Establishing Relationships -- 6.2 Database Management Systems -- Operations of a Relational DBMS -- Capabilities of Database Management Systems -- Non-Relational Databases and Databases in the Cloud -- 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: Organizations Business Intelligence Helps the Cincinnati Zoo Know Its Customers -- Databases and the Web -- 6.4 Managing Data Resources -- Establishing an Information Policy -- Ensuring Data Quality --Review Summary -- Interactive Session: People American Water Keeps Data Flowing -- 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 --Collaboration and Teamwork Project -- Business Problem-Solving Case Does Big Data Bring Big Rewards? -- 7 Telecommunications, the Internet, and Wireless Technology -- Chapter-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: OrganizationsThe Battle over Net Neutrality -- Internet Services and Communication Tools. Interactive Session: People Monitoring Employees on Networks: Unethical or Good Business?.

## Sommario/riassunto

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.