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Nota di contenuto	Cover -- Essentials of Management Information Systems -- Copyright -- About the Authors -- Brief Contents -- Complete Contents -- Preface -- I. Information Systems in the Digital Age -- 1. Business Information Systems in Your Career -- Chapter-Opening Case: Rugby Football Union Tries Big Data -- Why are information systems so essential for running and managing a business today? -- How Information Systems are Transforming Business -- What's New in Management Information Systems? -- Globalization Challenges and Opportunities: A Flattened World -- Interactive Session: People The Mobile Pocket Office -- Business Drivers of Information Systems -- What exactly is an information system? How does it work? What are its people, organizational, and technology components? -- What Is an Information System? -- It Isn't Simply Technology: The Role of People and Organizations -- Dimensions of Information Systems -- Interactive Session: Technology UPS Competes Globally with Information Technology -- How will a four-step method for business problem solving help you solve information system-related problems? -- The Problem-Solving Approach -- A Model of the Problem-Solving Process -- The Role of Critical Thinking in Problem Solving -- The Connections Among Business Objectives, Problems, and Solutions -- How will information systems affect business careers, and what information systems skills and knowledge are essential? -- How Information Systems Will Affect Business Careers -- Information Systems and Your

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Improving Decision Making: Using the Internet to Locate Jobs Requiring Information Systems Knowledge -- Collaboration and Teamwork Project -- Business Problem-Solving Case Mashaweer: On-demand Personal Services in the Gulf -- 2. Global E-Business and Collaboration -- Chapter-Opening Case: Social Business at BASF -- What major features of a business are important for understanding the role of information systems? -- Organizing a Business: Basic Business Functions -- Business Processes -- Managing a Business and Firm Hierarchies -- The Role of Information Systems in a Business -- How do systems serve different management groups in a business and how do systems that link the enterprise improve organizational performance? -- Systems for Different Management Groups -- Systems for Linking the Enterprise -- Interactive Session: Organizations Schiphol International Hub To Become Faultless: Truth or Dare? -- E-Business, E-Commerce, and E-Government -- Why are systems for collaboration and social business so important and what technologies do they use? -- 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 -- Interactive Session: People Is Social Business Working Out? -- What is the role of the information systems function in a 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: Should T.J. Maxx Sell Online? -- How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network-based strategies help companies use information systems for competitive advantage? -- Porter's Competitive Forces Model -- Information System Strategies for Dealing with Competitive Forces -- Interactive Session: Technology Automakers Become Software Companies -- The Internet's Impact on Competitive Advantage -- The Business Value Chain Model -- Synergies, Core Competencies, and Network-Based Strategies -- Disruptive Technologies: Riding the Wave -- How do information systems help businesses compete globally? -- The Internet and Globalization -- Global Business and System Strategies -- Global System Configuration -- How do information systems help businesses compete using quality and design? -- What Is Quality? -- How Information Systems Improve Quality -- What is the role of business process management (BPM) in enhancing competitiveness? -- What is Business Process Management? -- Interactive Session: People Identifying Market Niches in the Age of Big Data -- 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 Will Technology

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decision making? -- The Challenge of Big Data -- Business Intelligence Infrastructure.

Interactive Session: People American Water Keeps Data Flowing.

Sommario/riassunto

For introductory courses in Information Systems or Management Information Systems. Connect Essential MIS Concepts to Everyday Life Essentials of MIS takes an in-depth look at how today's businesses use information technologies and systems to achieve corporate objectives. Current real-world business cases illustrate how companies have identified and ultimately solved key business challenges using information systems and technologies. Through the use of Essentials of MIS, students will be able to participate in, and even lead, management discussions of information systems for a firm. Part of a complete learning package that includes the core text and extensive supplemental online materials, the core book consists of twelve chapters with hands-on projects (including video case studies and instructional video packages) covering the most essential topics in MIS. The Twelfth Edition continues to be authoritative, but is now more customizable, flexible, and geared to meeting the needs of different instructors, with many of its learning tools now available in digital form. MyMISLab™ not included. Students, if MyMISLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyMISLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. 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.
