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Nota di contenuto	Cover -- Title Page -- Copyright Page -- About the Authors -- Complete Contents -- Part One: Organizations, Management, and the Networked Enterprise -- Chapter 1 Information Systems in Global Business Today -- Opening Case: Rugby Football Union Tries Big Data -- 1.1 How are information systems transforming business, and why are they so essential for running and managing a business today? -- Interactive Session: Management Meet the New Mobile Workers -- 1.2 What is an information system? How does it work? What are its management, organization, and technology components and why are complementary assets essential for ensuring that information systems provide genuine value for an organization? -- Interactive Session: Technology UPS Competes Globally with Information Technology -- 1.3 What academic disciplines are used to study information systems and how does each contribute to an understanding of information systems? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: Mashaweer: Online Personal Services in the Gulf -- References -- Chapter 2 Global E-Business and Collaboration -- Opening Case: Social Business at BASF -- 2.1 What are business processes? How are they related to information systems? -- 2.2 How do systems serve the different management groups in a business and how

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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. &nbsp;

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