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Sommario/riassunto

For undergraduate Introductory Management Information Systems courses. Help Your Students Succeed in the Most Important Course They'll Take As technology continues to change the way organizations do business, knowledge of MIS is critical. Experiencing MIS illustrates for students how organizations use information systems to solve business problems every day. This modular text uses illustrative cases, exercises, projects, and other aids to ensure your students connect concepts to everyday life with an "in your face" attitude about MIS. Unique guides in each chapter highlight themes in ethics, security, and other timely topics. Every year brings important new technology to organizations and the Seventh Edition reflects these trends, keeping your students up to date and knowledgeable on how to apply emerging technologies to better achieve their organizations' strategies. 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 product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.
