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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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Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: Modernization of NTUC Income -- References -- Chapter 3 Information Systems, Organizations, and Strategy -- Opening Case: Grupo Modelo: Competing On Processes -- 3.1 Which features of organizations do managers need to know about to build and use information systems successfully? -- 3.2 What is the impact of information systems on organizations? -- 3.3 How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network economics help companies develop competitive strategies using information systems? -- Interactive Session: Technology Automakers Become Software Companies -- Interactive Session: Organizations Identifying Market Niches in the Age of Big Data -- 3.4 What are the challenges posed by strategic information systems and how should they be addressed? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: Can This Bookstore Be Saved? -- References -- Chapter 4 Ethical and Social Issues in Information Systems -- Opening Case: Content Pirates Sail the Web -- 4.1 What ethical, social, and political issues are raised by information systems? -- 4.2 What specific principles for conduct can be used to guide ethical decisions? -- Interactive Session: Management Monitoring in the Workplace -- 4.3 Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property? -- Interactive Session: Technology Big Data Gets Personal: Behavioral Targeting -- 4.4 How have information systems affected laws for establishing accountability, liability, and the quality of everyday life? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions. Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: Facebook Privacy: There Is No Privacy -- References -- Part Two: Information Technology Infrastructure -- Chapter 5 IT Infrastructure and Emerging Technologies -- Opening Case: Toyota Motor Europe Manages with the Cloud -- 5.1 What is IT infrastructure and what are the stages and drivers of IT infrastructure evolution? -- 5.2 What are the components of IT infrastructure? -- 5.3 What are the current trends in computer hardware platforms? -- Interactive Session: Technology The Greening of the Data Center -- Interactive Session: Organizations Is It Time for Cloud Computing? -- 5.4 What are the current trends in computer software platforms? -- 5.5 What are the challenges of managing IT infrastructure and management solutions? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: The Pleasures and Pitfalls of BYOD -- References -- Chapter 6 Foundations of Business Intelligence: Databases and Information Management -- Opening Case: BAE Systems -- 6.1 What are the problems of managing data resources in a traditional file environment? -- 6.2 What are the major capabilities of database management systems (DBMS) and why is a relational DBMS so powerful? -- 6.3 What are the principal tools and technologies for accessing information from databases to improve business performance and decision making? --

Interactive Session: Technology Driving ARI Fleet Management with Real-Time Analytics -- 6.4 Why are information policy, data administration, and data quality assurance essential for managing the firm's data resources? -- Interactive Session: Management American Water Keeps Data Flowing -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects.

Collaboration and Teamwork: -- Case Study: Lego: Embracing Change by Combining BI with a Flexible Information System -- References -- Chapter 7 Telecommunications, the Internet, and Wireless Technology -- Opening Case: RFID and Wireless Technology Speed Up Production at Continental Tires -- 7.1 What are the principal components of telecommunications networks and key networking technologies? -- 7.2 What are the different types of networks? -- 7.3 How do the Internet and Internet technology work and how do they support communication and e-business? -- Interactive Session: Organizations The Battle over Net Neutrality -- Interactive Session: Management Monitoring Employees on Networks: Unethical or Good Business? -- 7.4 What are the principal technologies and standards for wireless networking, communication, and Internet access? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: RFID Propels the Angkasa Library Management System -- References -- Chapter 8 Securing Information Systems -- Opening Case: "MiniDuke" Exposes EU Cybersecurity Gaps -- 8.1 Why are information systems vulnerable to destruction, error, and abuse? -- Interactive Session: Management Stuxnet and the Changing Face of Cyberwarfare -- 8.2 What is the business value of security and control? -- 8.3 What are the components of an organizational framework for security and control? -- 8.4 What are the most important tools and technologies for safeguarding information resources? -- Interactive Session: Technology MWEB Business: Hacked -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: Information Security Threats and Policies in Europe -- References -- Part Three: Key System Applications for the Digital Age.

Chapter 9 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications -- Opening Case: Statoil Fuel and Retail Competes Using Enterprise Systems -- 9.1 How do enterprise systems help businesses achieve operational excellence? -- 9.2 How do supply chain management systems coordinate planning, production, and logistics with suppliers? -- Interactive Session: Management DP World Takes Port Management to the Next Level with RFID -- 9.3 How do customer relationship management systems help firms achieve customer intimacy? -- 9.4 What are the challenges posed by enterprise applications and how are enterprise applications taking advantage of new technologies? -- Interactive Session: Organizations Customer Relationship Management Heads to the Cloud -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: WIM Industries: From MRP to ERP -- References -- Chapter 10 E-Commerce: Digital Markets, Digital Goods -- Opening Case: Otto Group: Profits From Prediction -- 10.1 What are the unique features of e-commerce, digital markets, and digital goods? -- 10.2 What are the principal e-commerce business and revenue models? -- 10.3 How has e-commerce transformed marketing? -- Interactive Session: Organizations Can Pandora Succeed with Freemium? -- 10.4 How has e-commerce affected business-to-business transactions? -- 10.5 What is the role of m-commerce in business and what are the most

important m-commerce applications? -- Interactive Session: Technology Will Mobile Technology Put Orbitz in the Lead? -- 10.6 What issues must be addressed when building an e-commerce presence? -- Review Summary -- Key Terms -- Review Questions -- Discussion Questions -- Hands-On MIS Projects -- Collaboration and Teamwork: -- Case Study: To Pay or Not to Pay: Zagat's Dilemma. References.

#### Sommario/riassunto

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.

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2. Record Nr.	UNISALENT0991002440219707536
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