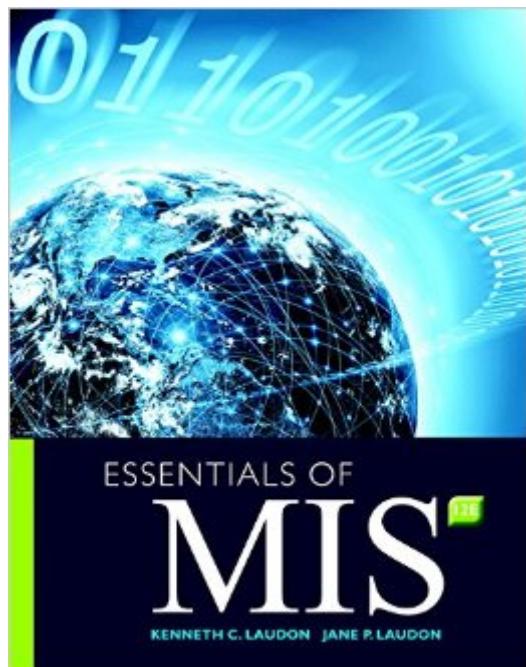The book was found

Essentials Of MIS (12th Edition)

Synopsis

For introductory courses in Information Systems or Management Information Systems. Â 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, readers will be able to participate in, and even lead, management discussions of information systems for a firm. Â 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 and flexible, with many of its learning tools now available in digital form.   Also Available with MyMISLabTM   This title is also available with MyMISLab, 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.   NOTE: You are purchasing a standalone product; MyMISLab does not come packaged with this content. If you would like to purchase both the physical text and MyMISLab, search for: 0134473701 / 9780134473703 Essentials of MIS MyMISLab with Pearson eText -- Access Card Package Â Package consists of: 0134238249 / 9780134238241 Essentials of MIS   0134325184 / 9780134325187 MyMISLab with Pearson eText -- Access Card -- for Essentials of MIS

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Customer Reviews

Kenneth C. Laudon is a Professor of Information Systems at New York Universityâ ™s Stern School of Business. He holds a B.A. in Economics from Stanford and a Ph.D. from Columbia University. He has authored twelve books dealing with electronic commerce, information systems, organizations, and society. Professor Laudon has also written over 40 articles concerned with the social, organizational, and management impacts of information systems, privacy, ethics, and multimedia technology. Professor Laudonâ ™s current research is on the planning and management of large-scale information systems and multimedia information technology. He has received grants from the National Science Foundation to study the evolution of national information systems at the Social Security Administration, the IRS, and the FBI. Kenâ ™s research focuses on enterprise system implementation, computer-related organizational and occupational changes in large organizations, changes in management ideology, changes in public policy, and understanding productivity change in the knowledge sector. Ken Laudon has testified as an expert before the United States Congress. He has been a researcher and consultant to the Office of Technology Assessment (United States Congress), Department of Homeland Security, Office of the President, several executive branch agencies, and Congressional Committees. Professor Laudon also acts as an in-house educator for several consulting firms and as a consultant on systems planning and strategy to several Fortune 500 firms. At NYUâ ™s Stern School of Business, Ken Laudon teaches courses on Managing the Digital Firm, Information Technology and Corporate Strategy, Professional Responsibility (Ethics), and Electronic Commerce and Digital Markets. Ken Laudonâ ™s hobby is sailing. Â Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business professionals how to design and use information systems. Jane received her Ph.D. from Columbia University, her M.A. from Harvard University, and her B.A. from Barnard College. She has taught at Columbia University and the New York University Stern School of Business. She maintains a lifelong interest in Oriental languages and civilizations. The Laudons have two daughters, Erica and Elisabeth, to whom this book is dedicated. Â

Awesome!

perfect

Good introduction to Management Information Systems and their applications. I bought this for a college course and have bought about a dozen other books for the degree program, has consistently beat the competitors on price and service, plus there's Student Prime with free 2-day shipping.

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