



Management Information Systems

James A O'Brien, George M. Marakas

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Management information systems, in its tenth edition, continues to base itself on the business and managerial perspective by following a modular structure which reflects the five major areas of the framework (business applications, management challenges, information technologies, foundation concepts, and development processes). The text defines technology and then explains how companies use the technology to improve performance. Real world cases finalize the explanation. This edition, like its predecessors, aims to help students learn how to use and manage information technologies to revitalize business processes, improve business decision making, and gain competitive advantage 2013. table of contents features 29 new real world cases and 14 indian case-studies: provide in-depth business examples of the successes and challenges that companies experience in implementing the information technology concepts covered in each chapter. emerging technologies: includes cloud computing, mashups and widgets, grid and autonomic computing, radiofrequency identification (rfid), and in-memory computing among other sub-topics. more than 95 case-studies: will feature module i: foundation concepts 1. Foundations of information systems in business section i: foundation concepts: information systems in business section ii: foundation concepts: the components of information systems 2. Competing with information technology section i: fundamentals of strategic advantage section ii: using information technology for strategic advantage module ii: information technologies 3. Computer hardware section i: computer systems: end user and enterprise computing section ii: computer peripherals: input, output, and storage technologies 4. Computer software section i: application software: end user applications section ii: system software: computer system management 5.

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