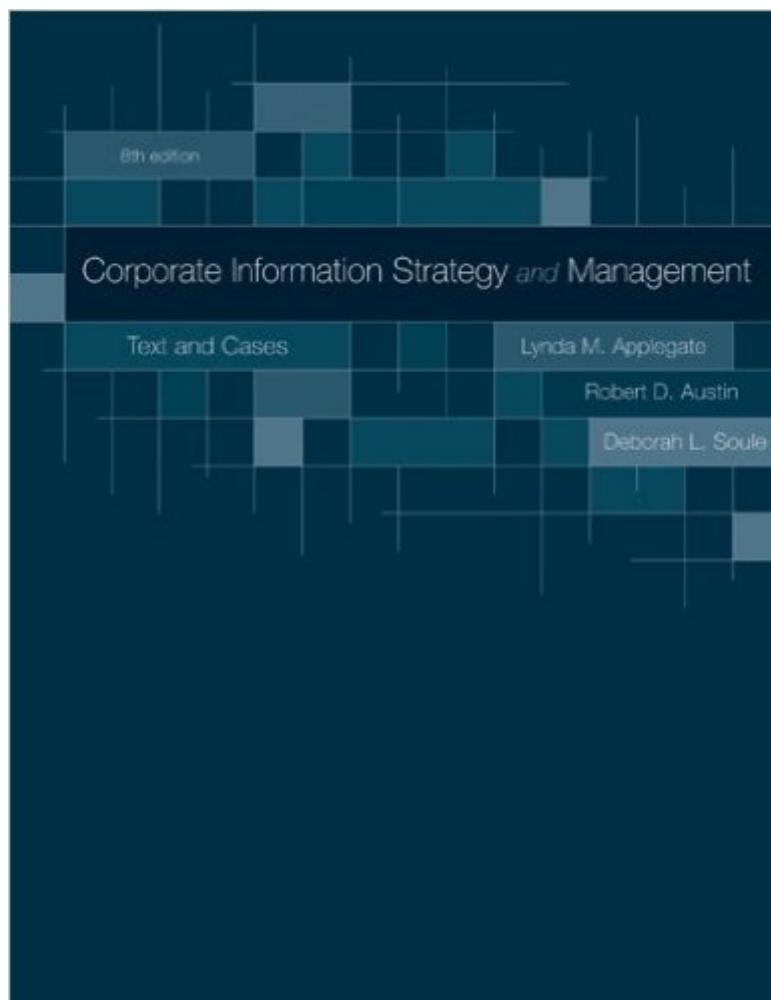


The book was found

Corporate Information Strategy And Management: Text And Cases



Synopsis

Corporate Information Strategy and Management: Text and Cases 8/e by Applegate, Austin, and Soule is written for students and managers who desire an overview of contemporary information systems technology management. This new edition examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. The authorâ™s objective is to provide readers with a better understanding of the influence of twenty-first century technologies on business decisions. The 8th edition discusses todayâ™s challenges from the point of view of the executives who are grappling with them. This text is comprised of an extensive collection of Harvard Business cases devoted to Information Technology.

Book Information

Hardcover: 528 pages

Publisher: McGraw-Hill Education; 8 edition (December 22, 2008)

Language: English

ISBN-10: 0073402931

ISBN-13: 978-0073402932

Product Dimensions: 8.5 x 1 x 9.4 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 starsÂ See all reviewsÂ (32 customer reviews)

Best Sellers Rank: #52,112 in Books (See Top 100 in Books) #26 inÂ Books > Computers & Technology > Business Technology > Management Information Systems #59 inÂ Books > Business & Money > Management & Leadership > Information Management #749 inÂ Books > Textbooks > Computer Science

Customer Reviews

I really don't know what to say about this book that hasn't been said already. You will loathe its perpetual and continuous use of buzzwords and useless, high-level diction used to explain simple concepts. I felt that most of the time, each segment in each chapter was trying to explain a topic that could have been stated in about 3 sentences, but they were trying to make those 3 sentences into 3 pages, so they loaded it up with a bunch of terms like "specialized enterprise solutions" and "defining strategic direction and operation". By themselves, those phrases aren't too bad, but when you have 20 pages with them over and over again and maybe 3 sentences worth of actual information, you will find yourself wanting to shove this book somewhere...As the others said, once you get past chapter 4, the book becomes a little more technical, which is a good thing because it

means it, by its very nature, can't use as many buzzwords to describe technical things. However it still does a bang up job of using as many as it can to make the textbook longer. It suffers from that thing I like to call "I can't remember what I just read, even though I have just read it 3 times". As another reviewer stated, the authors do continuously references their own previous work in every single chapter. However, since I never really cared to read the references, it didn't bother me, but it would explain why there is so much fluff and no real substance. Had the authors ventured out and actually gathered some information from a non-ivy league school, this book might have read easier. I too wanted to gauge my eyes out. I hate books that are like this.

[Download to continue reading...](#)

Corporate Information Strategy and Management: Text and Cases Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) Contemporary Strategy Analysis: Text and Cases Edition Marketing Strategy, Text and Cases Information Systems for Managers: Text and Cases Reference and Information Services: An Introduction, 4th Edition (Library and Information Science Text) Governance, Risk Management, and Compliance: It Can't Happen to Us--Avoiding Corporate Disaster While Driving Success (Wiley Corporate F&A) International Management: Managing Across Borders and Cultures, Text and Cases (8th Edition) International Management: Managing Across Borders and Cultures, Text and Cases (9th Edition) Strategic Management: Text and Cases Healthcare Information Management Systems: Cases, Strategies, and Solutions (Health Informatics) The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) Collection Management Basics, 6th Edition (Library and Information Science Text) Supply Chain Management: Strategy, Operation & Planning for Logistics Management (Logistics, Supply Chain Management, Procurement) Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management (Logistics, Supply Chain Management, Procurement) Corporate Social Responsibility: Readings and Cases in a Global Context Mergers, Acquisitions, and Corporate Restructurings (Wiley Corporate F&A) Fundamentals of Corporate Governance: A Guide for Directors and Corporate Counsel CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) Masters of Corporate Venture Capital: Collective Wisdom from 50 VCs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded

[Dmca](#)