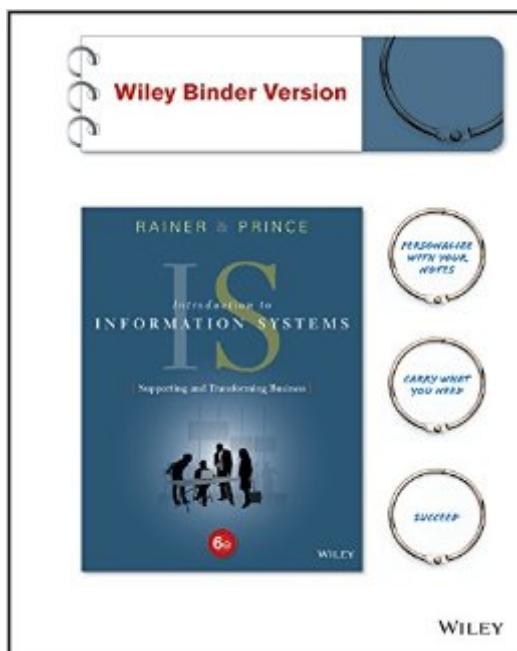


The book was found

Introduction To Information Systems, 6th Edition



Synopsis

The goal of Introduction to Information Systems is to teach all business majors, especially undergraduates, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not merely placed on learning the concepts of information technology, but rather on applying those concepts to facilitate business processes. The content concentrates on placing information systems in the context of business, so that students will more-readily grasp the concepts presented in the text. The theme of this book is What's In IT for Me? This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management.

Book Information

File Size: 35952 KB

Print Length: 504 pages

Simultaneous Device Usage: Up to 3 simultaneous devices, per publisher limits

Publisher: Wiley; 6 edition (September 24, 2015)

Publication Date: January 13, 2016

Language: English

ASIN: B01AKSZ8PI

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #34,684 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 in Kindle Store > Kindle eBooks > Business & Money > Industries > Information Management #24 in Books > Business & Money > Management & Leadership > Information Management #177 in Kindle Store > Kindle eBooks > Computers & Technology

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