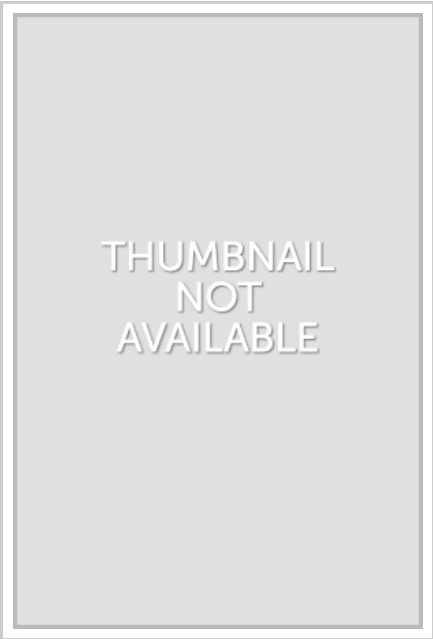


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The Classic Renditions of Business Administration: Management Information Systems (Essentials Edition 9th Edition)(Chinese Edition)

By MEI) KEN NI SI C LAO DONG (Kenneth C.Laudon) . (MEI) JIAN P LAO DONG (Jane P.Laudon)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012 Pages: 428 Language: Chinese in Publisher: China Renmin University Press Classic Renditions of Business Administration: Management Information Systems (Essentials Edition version 9) begins with clearly pointed out. Information Systems managers an important tool. can help enterprises to achieve operational excellence. develop new products and new services. improved decision-making and gain competitive advantage. In order to achieve these goals. Classic Renditions of Business Administration: Management Information Systems (Essentials Edition 9 edition) provides an analysis from the three major components of the information system elements - personnel. organizational. technical dimensions - and framework to solve the problem. at the same time provide a four-step approach to solve business problems. namely: how to identify business problems. and how to design the optional programs. how to choose the right program. and. finally. how to implement the program. Version 9 chapters. charts and case fully updated. more emphasis on the content of globalization. multinational corporations and non-US company case. further elaborated the use of information systems in the global business environment. Classic Renditions of Business Administration: Management Information Systems (Essentials...

Reviews

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