

Management Information Systems Marakas 10th Edition

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O'BRIEN George Marakas James A. O'Brien James A. O'Brien James O'Brien Leonard M. Jessup Siau, Keng James A. O'Brien City of London College of Economics Barbara Canning McNurlin James B. Pick Allen Tucker Kenneth C. Laudon Kenneth C. Laudon Hauke Heier James O'Brien Cram101 Textbook Reviews

o brien s introduction to information systems 13e continues to reflect the movement toward enterprise wide business applications george marakas from the university of kansas joins as a co author on this new edition new real world case studies correspond with this curriculum shift the text s focus is on teaching the general business manager how to use and manage the most current it technologies such as the internet intranets and extranets for enterprise collaboration and how it contributes to competitive advantage reengineering business processes problem solving and decision making

this new seventh edition is designed for business students who are or who will soon become business professionals in the fast changing business world of today the goal of this text is to help business students learn how to use and manage information technologies to revitalize business processes improve business decision making and gain competitive advantage thus it places a major emphasis on up to date coverage of the essential role of internet technologies in providing a platform for business commerce and collaboration processes among all business stakeholders in today s networked enterprises and global markets the benchmark text for the syllabus organized by technology this text appraoches the material from a managerial perspective o brien defines technology and then explains how companies use the technology to improve performance real world cases finalize and enhance the explanation

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for the undergraduate graduate introductory information systems course required of all business students information systems today 3e speaks directly to why is matters today by focusing on what every business student needs to know about is including its leading role in the globalization of business

this book presents cutting edge research and analysis of the most recent advancements in the fields of database systems and software development provided by publisher

the benchmark text for the syllabus organized by technology a week on databases a week on networks a week on systems development etc taught from a managerial perspective o brien defines technology and then explains how companies use the technology to improve performance real world cases finalize the explanation

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dealing with the management of information technology it as it is being practiced in organizations today the emphasis of this book is on the current material that information systems executives find important its organization is around a framework that readers new to the information can understand in this 7 th edition discussions include the rising societal risks of it new sections on digital convergence messaging and instant messaging and a revised discussion on wireless technology the topics of outsourcing and information security have been updated and enhanced information systems management in practicecontinues to merge theory with practice through real world case examples topics include leadership issues the cio's responsibilities uses of it information systems planning essential technologies managing operations systems development decision making collaboration and knowledge work an excellent reference resource for anyone employed in the information technology sector of business especially managers of and executives in those departments

exploit the advantages of geographic information systems in your business once the domain of cartographers and other specialists geographic information systems gis are increasingly being employed by the business community location based services supply chain management management of field distributed equipment geographical marketing and promotion and the spatial web are some of the current business applications which make use of gis principles written specifically for the businessperson geo business gis in the digital organization is the first book to provide comprehensive coverage of gis applications in the business and organizational environment going beyond a strictly geographical focus this book sets gis in the context of business information systems and other business sub disciplines such as logistics marketing finance and strategic management it presents from an organizational perspective the advantages of spatially enabling existing enterprise systems and illustrates how gis is applied in the

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appropriate for both undergraduate and mba students this textbook examines the role of information systems in business and management the authors describe the organizational and technical foundations of information systems decision support systems and the process of redesigning an organization the fifth edition is reorganized to focus on the use of the internet to digitally enable business processes annotation copyrighted by book news inc portland or

1 1 research problem and relevance 1 1 2 key concepts and significant prior research 6 1 2 1 definitions and basic concepts in knowledge management 6 1 2 2 refining the research question 9 1 3 research objectives and expected contributions 13 1 4 general research approach 18 1 4 1 research design 18 1 4 2 site selection 21 1 4 3 unit of analysis 23 1 4 4 data collection analysis and exposition 25 2 conceptual foundations 29 2 1 change paradigms guiding kms implementations 29 2 2 linear staged change 30 2 2 1 lewin schein's conceptualization of change 30 2 2 2 unfreezing 32 2 2 3 cognitive restructuring 38 2 2 4 refreezing 40 2 3 circular continuous change 42 2 3 1 sathe's conceptualization of change 42 2 3 2 behavior 44 2 3 3 justifications of behavior 47 2 3 4 cultural communications 48 2 3 5 hiring socializing and replacing employees 51 3 case study siemens sharenet 53 3 1 project prologue 53 3 2 definition and proto typing 54 3 3 setup and piloting 63 3 4 global rollout 66 3 5 operation expansion and further development 71 3 6 shifting to a multi community concept 76 4 case discussion change paradigms revisited 81 4 1 a

linear staged perspective to explain success and failure 81 vin content 4 1 1 revealing critical success factors for unfreezing 81 4 1 2 revealing critical success factors for cognitive restructuring

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