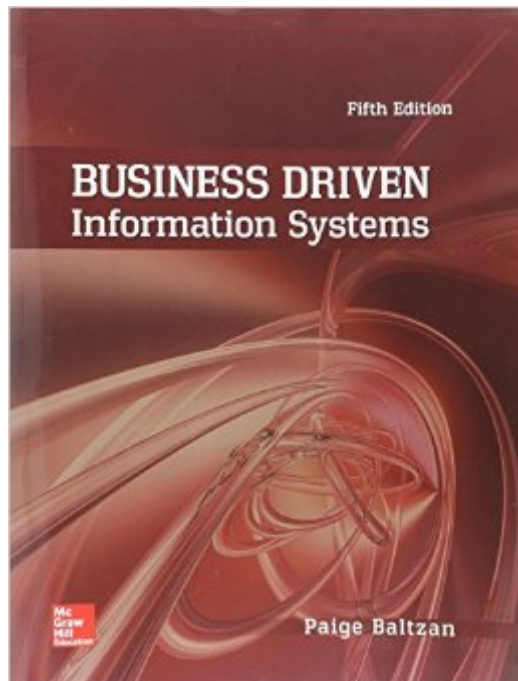The book was found

Business Driven Information Systems

Synopsis

Business Driven Initiatives first; Technology second Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

Book Information

Paperback: 512 pages

Publisher: McGraw-Hill Education; 5 edition (March 26, 2015)

Language: English

ISBN-10: 0073402982

ISBN-13: 978-0073402987

Product Dimensions: 8.5 x 1.2 x 11 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars See all reviews (39 customer reviews)

Best Sellers Rank: #22,631 in Books (See Top 100 in Books)   #6 in Books > Computers & Technology > Business Technology > Management Information Systems   #7 in Books > Business & Money > Industries > Manufacturing   #8 in Books > Business & Money > Industries > Industrial Relations

Customer Reviews

I'm using this textbook for a class currently, and so far I like it content-wise. However, if you order the Kindle version, you need to realize that this is basically just a straight digital copy of the book. The text cannot be resized and reflowed like it would with a normal eBook, and you are stick with big margins eating up your screen space unless you manually zoom on each page. In addition, many of the graphics, sidebar notes, and what one of my teachers used to refer to as "Gee Whiz" info boxes tend to break up the text, and you will find yourself panning around and flipping pages back and forth as a result.So, I'm knocking it down a star due to the lazy conversion. I have seen eBooks that were simpler and allowed text formatting customization, and I've also seen eBooks that

were more complicated, but designed to better take advantage of the interactive format of the tablet, with scroll-able subsections or internal shortcuts to hop back and forth to different sections. If the publishers want to really take advantage of the eBook format, they'll be able to produce some quality products.

This book is what you would expect. It helps the people like myself who have worked in the industry for a long time but never went to school. Further, it does have information that people who do not know anything, will need to survive. To buy this book in order to read, I would say not to do that. If this is a requirement for school and you don't know IT or MIS, then you must buy it.

I bought this book for course I took. Wow! Boring! The text has some real world examples, but nothing of any interest. The writing is dull and sometimes doesn't flow with previous ideas. I am glad I finished the book, and glad I do not have to open it again.

was the text for the class - really hate the class but the book was required. :PIt is not the most organized text I have ever used and it lacks the tools that I am used to from more recent texts.

Great text book with very modern examples. These books are stupid expensive! It's a freaking paperback and still costs a ton. I always feel like I'm making poor business decisions when paying so much for business textbooks.

I bought this for my information systems course in my MBA program.Physical quality of the book is very poor. Over $200 for this?! The pages are very thin. I would have expected a hardcover for the price at least to protect the brittle pages. Is the intent for the reader to not be able to maintain quality of the book to resell?Check the photos. This was from regular handling (in a backpack) in less than a week and I have never dropped it. The second photo shows how see through the pages are. Did this thing cost a dollar to make?

I like it. It is a new book,good price, good quality,the most important is I hava long time more than 120 days.

As an instructor, I selected and used this book for the capstone course in an undergraduate Business Information Systems degree. Our goal was to look at the profession as a whole and

understand all the moving parts in an enterprise: technologies, ethical and legal chalenges, and the related financial and human issues. This book is a great platform for the conversation, and is one I will use again in the future. My students found it was well organized, written with a conversational voice with just enough detail to be interesting and helpful.One of the best features of the book are the case studies, which help the student understand the topic in a practical way but also provides inspiration for deeper research.

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