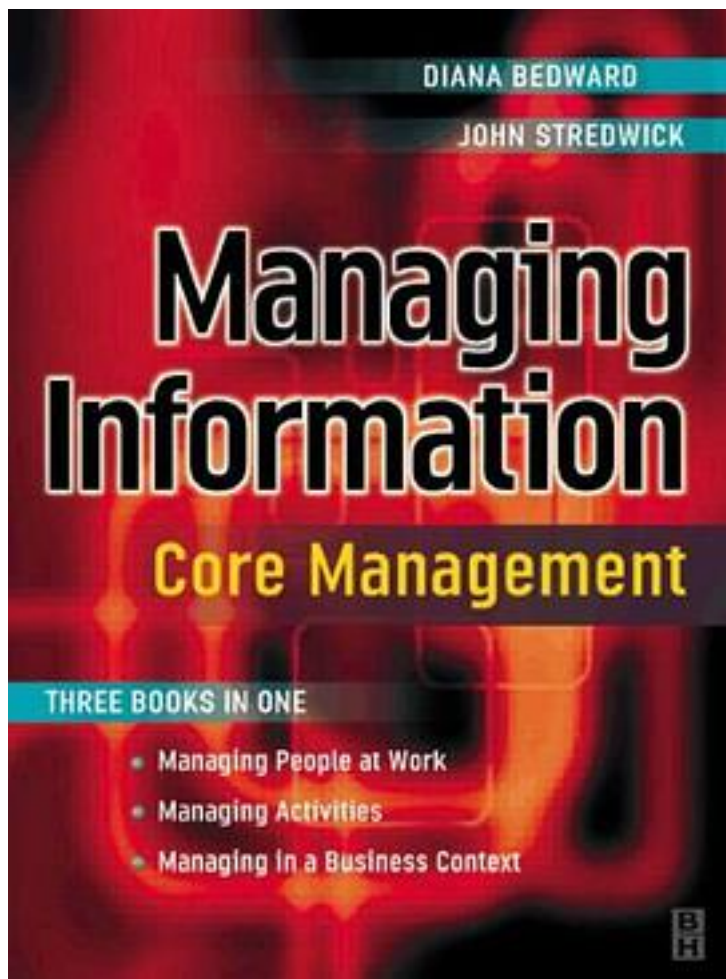


Managing Information



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著者:Wilson, David A.

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"Managing Information" describes how successful organizations make best use of information and knowledge - the key resources in business. It explains why information

technology is essential for the management of business processes, and should be central to any business strategy. This updated edition provides a compelling rationale for organizations to use appropriate systems, and for individuals to acquire the skills to manage and use the systems. It describes how computer systems continue to evolve to meet business needs, and provides examples and exercises to help readers develop their skills. There is a new emphasis on the Internet - how to use it to keep up to date with the latest business issues, and how teams can communicate and collaborate with intranets. All of the most common sub-systems are described and explained, including Enterprise Resource Planning (ERP), Business-to-Business (B2B), Business-to-Consumer (B2C), Supply Chain Management (SCM), Customer Relationship Management (CRM) and Enterprise Application Integration (EAI). The latest developments are described, including services available through the Internet from Application Service Providers (ASP), collaborative commerce and Business Process Management (BPM). There are introductory and more advanced computer exercises to consolidate learning and demonstrate how to acquire, store, organize and present information, using Word, Excel, PowerPoint and Explorer. It includes references, further reading and relevant web sites at the end of each chapter. It explains the basics using real life examples. It deals with the crucial relationship between information and personal effectiveness.

作者介绍:

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