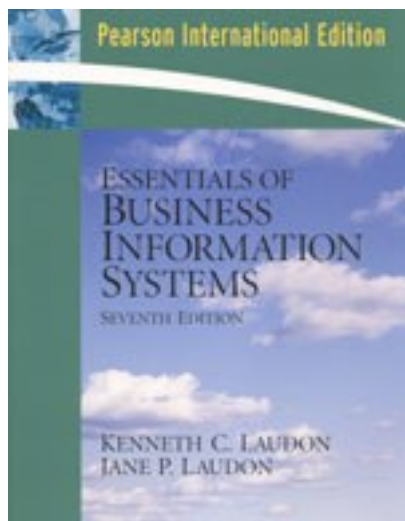


Essentials of Business Information Systems



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出版者:Prentice Hall

出版时间:2006-4

装帧:HRD

isbn:9780132277815

For introductory undergraduate courses in Information Systems taught in MIS, IS, CIS, Business and Management departments. This brief text is ideal for courses on quarter systems and those that combine a MIS text with hands-on software, projects, or case studies. These authoritative authors continue to define the MIS course by emphasizing how business objectives shape the application of new information systems and technologies and integrating a career orientation that demonstrates the relevance of information systems to all business students regardless of their major.

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