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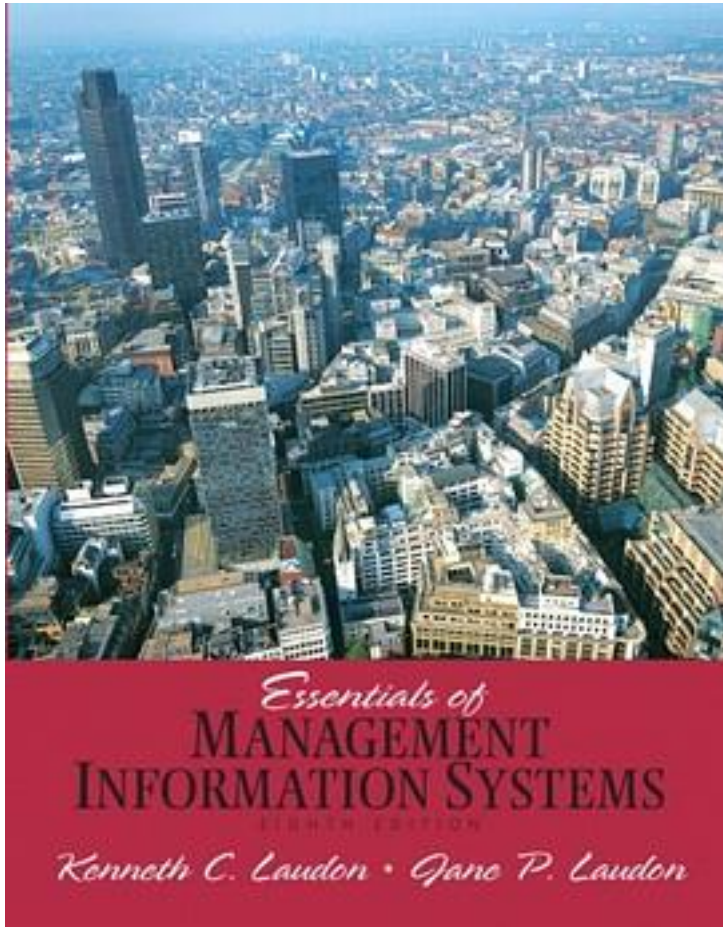

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著者:Jane Laudon

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Key Benefit 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.

Key Topics 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.

Market For introductory undergraduate courses in Information Systems taught in MIS, IS, CIS, Business and Management departments.

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