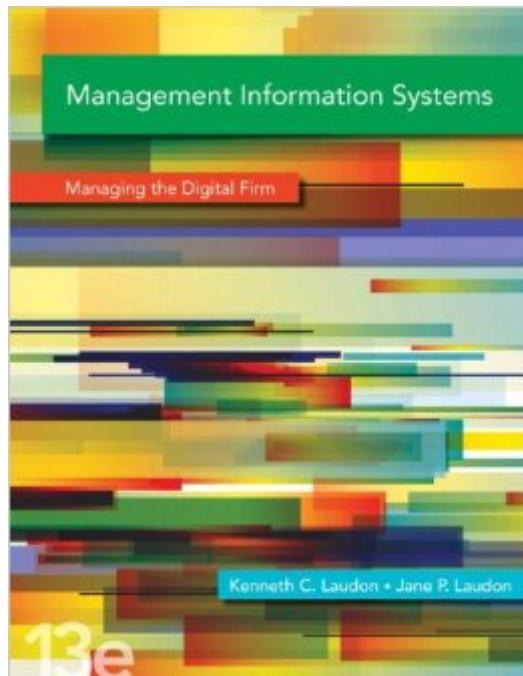


The book was found

Management Information Systems: Managing The Digital Firm, 13th Edition



Synopsis

Directed primarily toward undergraduate CIS/MIS college/university majors, this text also provides practical content to current and aspiring industry professionals. Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner.

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Customer Reviews

This book has a lot of issues and wasn't really helpful to me throughout the duration of my class. The authors style of writing isn't interesting to read so it's difficult to retain the information. I'd find myself losing interest while mid-paragraph, start thinking about something else, only to realize I'd finished 2-3 paragraphs and had no memory of anything I'd read. The authors are also overly wordy and use a lot of jargon words. They could easily cut out about half the content from each chapter and still retain the important information. As proof of this, I'll reference chapter 4. I was reading through it and about half way through I read something that I was certain I'd read before. I flipped back to the introduction for chapter 4 on Page 121 and sure enough, they literally copy and pasted a

paragraph from the introduction and put it in, nearly word for word, on page 137 of the same chapter. They even placed it in the middle of a paragraph and changed a word here or there to make it look like it is different information. The 2nd paragraph on the intro page starts out "So how common is online behavioral tracking?" whereas the one on page 137 starts out "So how common is web tracking?" Everything after that is copy and pasted. I have no idea how an editor didn't catch this. My guess is that changing the placement of the paragraph was one of the "changes" they made to get people to buy a new edition of the book, but they forgot to delete the spot where it was originally at. This excessive wordiness leads into problem number 2. It takes way to long to get through each chapter. The sweet spot for textbooks is about 25-45 minutes a chapter.

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