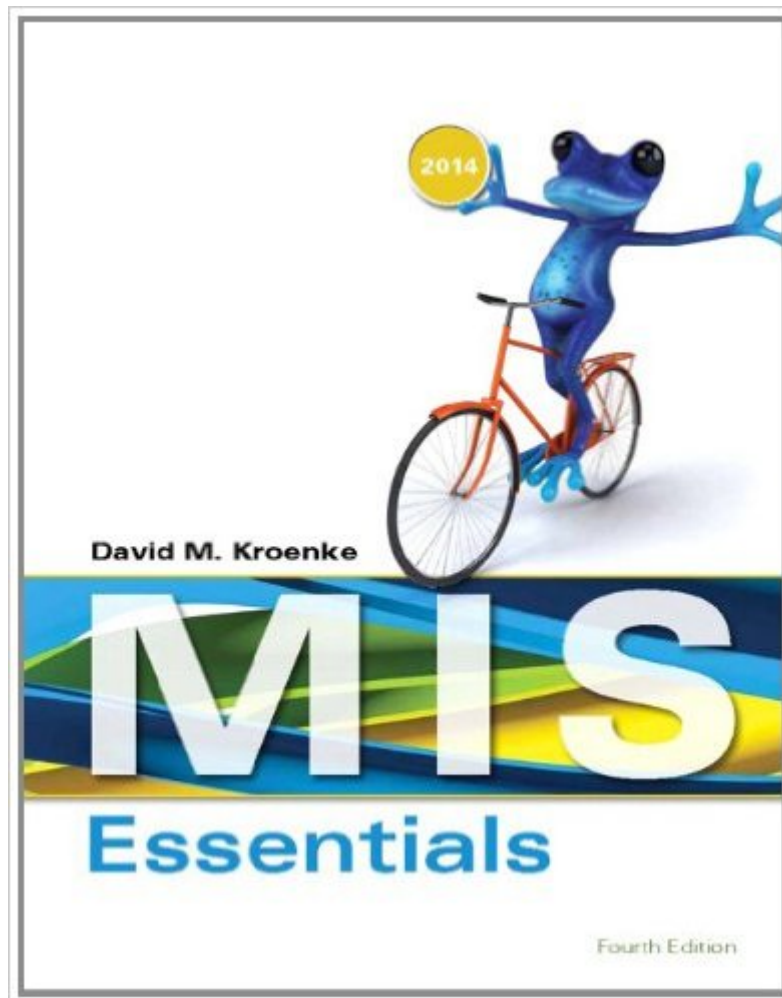


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# MIS Essentials (4th Edition)



## Synopsis

For undergraduate Introductory Management Information Systems courses. Exploring how people use IS to solve business problems, this engaging introduction explains why MIS is the most important course in the business school—showing students how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Three unique Guides per chapter focus on the themes of ethics, security, and other timely topics; a number of illustrative cases, exercises, projects, and other aids ensure that students connect the knowledge in the text to everyday life. With a new edition now publishing each year, MIS Essentials, Fourth Edition contains fresh, new, and current material to help keep your students up to date.

Teaching and Learning Experience

This program will provide a better teaching and learning experience—*for you and your students. Here’s how:*

- Personalize learning with MyMISLab—the online homework, tutorial, and assessment program that fosters learning within and beyond the classroom.
- Focus on important themes of ethics, security, and other timely topics through text’s Guides, designed to help students improve their skills as future business professionals.
- Connect classroom knowledge to everyday life with illustrative cases and a number of exercises and other interactive features.
- Keep content current to help keep your students up to date with the most recent events.

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## Customer Reviews

Awful textbook. Badly organized, lots of useless sidebar info, insipid graphics apparently designed for those with a short attention span. Some of the information is just plain wrong and there are no citations!

Exactly what I wanted on time.

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school book

Tooo expansive and toooo bad

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