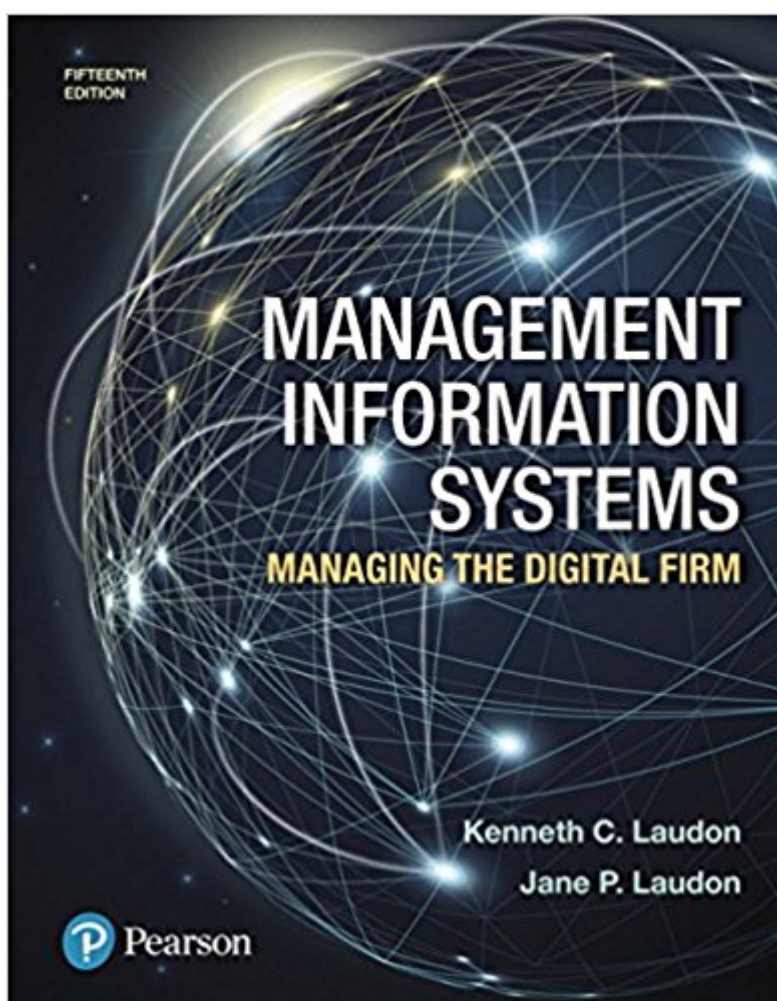


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Management Information Systems: Managing The Digital Firm (15th Edition)



Synopsis

For courses in Management Information Systems (MIS) The authoritative, case-based view into how businesses leverage information systems Kenneth and Jane Laudon's popular Management Information Systems: Managing the Digital Firm continues to define the way MIS courses are taught. Designed for business students, the text provides insight into how contemporary businesses leverage information technologies and systems to achieve corporate objectives. The new edition provides the most up-to-date and comprehensive overview of information systems used by businesses today, including all-new real-world cases and discussion of significant contemporary topics, from big data and the Internet of Things (IoT) to machine learning and DevOps. Featuring comprehensive coverage of new technologies and applications, while also considering their impact on business models and decision-making, Management Information Systems enhances learning through vivid examples designed to capture the imaginations of all students. As they build sought-after skills for the modern workplace, students will learn to lead management discussions and drive decisions about their firm's information systems. Also available with MyLab MIS MyLabTM MIS is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 013474599X / 9780134745992 Management Information Systems: Managing the Digital Firm Plus MyLab MIS with Pearson eText -- Access Card Package, 15/e Package consists of: 0134639715 / 9780134639710 Management Information Systems: Managing the Digital Firm 0134639995 / 9780134639994 MyLab MIS with Pearson eText -- Access Card -- for Management Information Systems: Managing the Digital Firm

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Customer Reviews

Kenneth C. Laudon is a Professor of Information Systems at New York University's Stern School of Business. He holds a B.A. in Economics from Stanford and a Ph.D. from Columbia University. He has authored 12 books dealing with electronic commerce, information systems, organizations, and society. Professor Laudon has also written more than 40 articles concerned with the social, organizational, and management impacts of information systems, privacy, ethics, and multimedia technology. Professor Laudon's current research is on the planning and management of large-scale information systems and multimedia information technology. He has received grants from the National Science Foundation to study the evolution of national information systems at the Social Security Administration, the IRS, and the FBI. Ken's research focuses on enterprise system implementation, computer-related organizational and occupational changes in large organizations, changes in management ideology, changes in public policy, and understanding productivity change in the knowledge sector. Ken Laudon has testified as an expert before the United States Congress. He has been a researcher and consultant to the Office of Technology Assessment (United States Congress), the Department of Homeland Security, and the Office of the President, several executive branch agencies, and Congressional Committees. Professor Laudon also acts as an in-house educator for several consulting firms and as a consultant on systems planning and strategy to several Fortune 500 firms. At NYU's Stern School of Business, Ken Laudon teaches courses on Managing the Digital Firm, Information Technology and Corporate Strategy, Professional Responsibility (Ethics), and Electronic Commerce and Digital Markets. Ken Laudon's hobby is sailing. Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business professionals how to design and use information systems. Jane received her Ph.D. from Columbia University, her M.A. from

Harvard University, and her B.A. from Barnard College. She has taught at Columbia University and the New York University Graduate School of Business. She maintains a lifelong interest in Oriental languages and civilizations. The Laudons have two daughters, Erica and Elisabeth, to whom this book is dedicated.

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