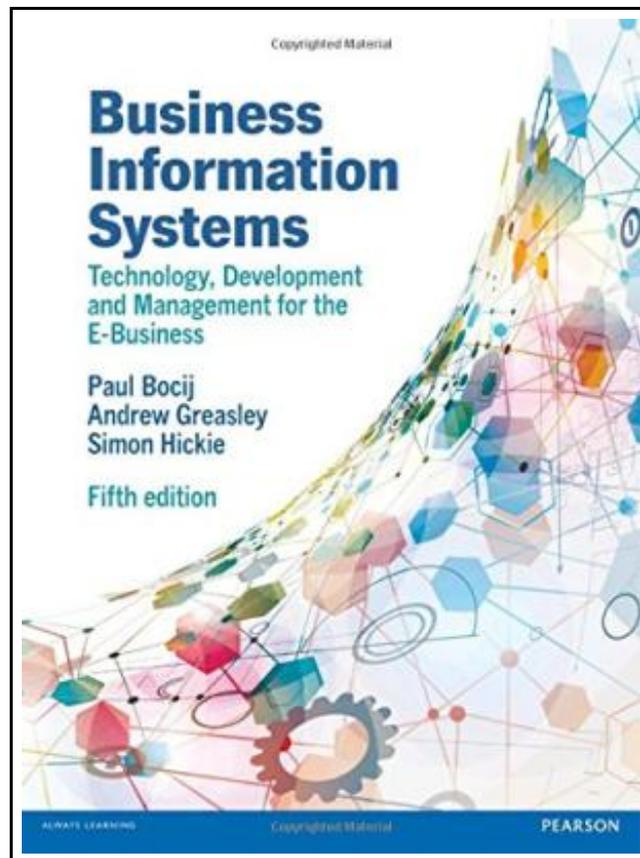


# Business Information Systems: Technology, Development and Management for the E-Business



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Pearson Education Limited, United Kingdom, 2014. Paperback. Book Condition: New. 5th Revised edition. 265 x 195 mm. Language: English . Brand New Book. In order to run a successful business, today s manager needs to combine business skills with an understanding of information systems and the opportunities and benefits that they bring to an organisation. Starting from basic concepts, this book provides a comprehensive and accessible guide to: \* understanding the technology of business information systems; \* choosing the right information system for an organisation; \* developing and managing an efficient business information system; \* employing information systems strategically to achieve organisational goals. Taking a problem-solving approach, Business Information Systems looks at information systems theory within the context of the most recent business and technological advances. This thoroughly revised new edition has updated and expanded coverage of contemporary key topics such as: \* Web 2.0 \* enterprise systems \* implementation and design of IS strategy \* outsourcing Business Information Systems does not assume any prior knowledge of IS or ICT, and new concepts are simply defined. New business examples, case studies and web links are fully integrated throughout, illustrating the relevance and impact of information systems in today s business environment. In addition there are a wealth of questions and exercises both in the book and online at enabling students to test their understanding of key topics and issues. This book is ideal for students on any courses related to business information systems or management information systems at undergraduate or postgraduate level. About the authors Andrew Greasley lectures in Information Systems, Operations Management and Simulation Modelling at Aston Business School, Aston University. Paul Bocij is a Senior Teaching Fellow at Aston Business School. An experienced educator, he has worked for a wide variety of institutions, including universities, colleges and numerous...

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