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图书基本信息

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内容概要

For junior-, senior-, and graduate-level courses in Management Information Systems. These best selling authors know Information Systems knowledge is essential for creating competitive firms, managing global corporations, and providing useful products and services to customers. Their book introduced management information systems that students will find vital to their professional success. It emphasizes the digital integration of the firm through enterprise applications (management of the supply chain, customer relationships, enterprise systems, and knowledge) by using their gold standard approach of relating MIS to Management, the Organization and Technology.

书籍目录

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