

<<信息技术与管理>>

图书基本信息

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## 前言

在当前经济全球化的背景下,中国经济的发展需要大量具备扎实理论功底、了解国际规则、能够适应国际竞争需要的优秀的经济管理人才,所以,大力开展双语教学,适当引进和借鉴国外优秀的原版教材,是加快中国经济管理教育步伐,使之走向国际化的一条捷径。

为此,北京大学出版社与国外著名出版公司麦格劳-希尔教育出版公司和汤姆森学习出版集团合作推出了《经济与金融经典入门教材》和《管理学经典入门教材》两套系列丛书,这两套丛书的大部分均同时包含英文版和翻译版,主要针对本科层次,目前首先推出英文版(英文影印版/英文改编版)。丛书的筛选完全是本着“出新、出好、出精”的原则,均经过北京大学及国内其他著名高校相关学者的精心挑选,分别汇集了国外经济与金融和管理学领域的经典教材,称得上是一套优中选精的丛书。

鉴于外版教材大多篇幅过长,且其中某些内容不适合我国的教学实际需要,因而我们对部分所选图书进行了必要的删节,成为英文改编版。

在选书和删节的过程中,我们得到了许多老师的大力支持和帮助,在此,我们对他们表示衷心的感谢:

北京大学光华管理学院:张一弛、张志学、杨云红、雷明、武常岐、张红霞、陆正飞、黄慧馨  
中国人民大学:李先国、杨波、胡波 中国农业大学管理学院:陆娟 中山大学岭南学院:  
贾佳 天津财经大学财政系:张进昌 哈尔滨工业大学工商管理学院:张莉、李国鑫 这两套丛书是对国外原版教材的直接或删节后影印,由于各个国家政治、经济、文化背景的不同,对于书中所持观点还请广大读者在阅读过程中注意加以分析和鉴别。

另外,我们在对原版图书进行删节、重新编排页码的同时,为了便于读者核对使用索引,仍保留了原书的页码,因此读者在阅读过程中可能会发现有跳页现象,而且由于删节,某些文中提到的页码或内容有可能无法找到,对于由此给读者带来的诸多不便,我们深表歉意,恳请您的谅解。

我们期望本套教材的出版可以对我国经济管理学科的教学,尤其是经济管理专业本科的教学有所裨益,能够对我国经济管理学科的发展有所贡献。

一套丛书的推出和不断完善离不开大家的支持和帮助,我们也欢迎所有关心中国经济管理学科教育和发展的专家和学者及广大读者,给我们提出宝贵的意见和建议,诚挚地希望您能向我们推荐您所接触到的国外优秀的经济管理类图书。

## <<信息技术与管理>>

### 内容概要

《信息技术与管理》较系统地介绍了管理信息系统的基础知识，包括管理信息系统导论、信息技术基础、信息系统在组织中的应用、信息系统资源的管理共四个部分的内容。

《信息技术与管理》的最大特点是系统性和实践性，适合无理工科背景的学生使用且所介绍内容可操作性较强。

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## 书籍目录

1 Introduction to Information Technology and Management Introduction 2 Tech Talk : Information Technology  
 2 Information Technology Issues 3 Tech Talk : Capacity 4 Tech Talk : information Technology Infrastructure  
 6 The Music Industry : 1999-2001 7 Tech Talk : Instant Messaging and Chat 9 Industry Stakeholders 9 Major  
 Themes of the Book 12 Organizational Responsiveness 12 Competitive Strategy 13 Business Brief 1.1 : Fidelity  
 Sharpens Its Technological Edge 15 Global Perspective 16 Business Brief 1.2 : AOL to Unveil China Venture  
 17 Ethical Issues 18 Business Brief 1.3 : Big Bro Is Eyeing Your E-Mail 18 Impact on Careers 19 Tech Talk :  
 HyperText kinks 19 Tech Talk : System Interface 20 Framework for the Book 21 Summary 23 Case Assignment :  
 Watch Your Speed 25 Reflections Case : The Rosetta Disk 26 Foundations of Information Technology 292  
 Software and Hardware 31 Introduction 32 Performance Criteria 34 Performance Trade-Offs 35 Tech Talk :  
 Moores Law 35 Software 38 Systems Software 39 Business Brief 2.1 : Microsoft Uses Fee Code 42 Application  
 Software 43 Hardware 47 Software Horror Stories 47 Business Brief 2.2 : Buggy Software 48 Software Tips !  
 48 Input Devices : Accepting Data 48 Tech Talk : Computer Sizes 49 System Unit and Motherboard 51 Processor  
 and Main Memory : Processing Data 54 Tech Talk : Measuring Data and Storage Capacity 55 Tech Talk :  
 Measuring Internal Clock Speed 56 Tech Talk : Measuring the Speed of Executing Instructions 56 Business Brief 2.3  
 : Chip Breakthrough 57 Computer Design 58 Secondary Storage : Storing Data 58 Tech Talk : Measuring Time  
 58 Output Devices : Presenting Data 61 Hardware Tips !  
 63 Hardware Horror Stories 64 Concluding Comments 64 Summary 65 Case Assignment I : Factory of the Future?  
 68 Case Assignment I1 : Pull the Plug on KaZaA? 69 Reflections Case : Virtual Immortality 70 3 Content  
 Management 72 Introduction 73 NextCard , Inc. 73 Data Representation 73 File Access 75 Transaction Processing  
 78 Database Processing 80 Data Capture and Processing 82 Content as a Corporate Resource 83 Business Brief 3.1 :  
 Keeping Tabs on the 81 ood Bank 84 Database Organization-Relational Model 84 Maintaining Data in a Database  
 86 Retrieving Information from a Relational Database 87 Advanced Database Query Interfaces 88 Presenting  
 Information from a Database 90 Business Brief 3.2 : Giving the Web a Voice 91 Performance Criteria for  
 Database Management Systems 92 Object-Oriented Database Model 93 Object-Relational Database Management  
 Systems 94 Data Warehouses 94 Business Brief 3.3 : BB~T 97 Data Mining 98 Business Brief 3.4 : E.piphany?  
 102 Additional Data Management Issues 102 Distributed Databases 102 Data Security 103 Summary 104 Case  
 Assignment : DoubleClick 106 Reflections Case : The Genome Project 108 Practicum Case Assignment :  
 Green[and Commercial Rentals 109 Technical Note 1 : Data Modeling and Entity-Relationship Diagrams  
 112 Creating a Data Model 117 Moving from a Data Model to a Database Design 117 4 Telecommunications and  
 Networking 120 Introduction 121 Organizational Communication 122 Formal and Informal Communication  
 122 Communication Dyads 123 Business Brief 4.1 : Phony Press Release Lands Hoaxer in Jail 124 Distortion in  
 Organizational Communication 125 Types of Distortion 126 Information Overload 129 Business Brief 4.2 : Slowed  
 to a Dead HaR 130 Analog and Digital Data Representation 130 Telecommunications 131 The Changing Face  
 of Telecommunications 133 Tech Talk : Data Channels 134 Protocols 136 ISDN 136 DSL 136 Tech Talk : Data  
 Transfer Rates 137 Cable Modems 137 T-Carrier System 138 Frame Relay 139 Fast Ethernet 139 Wireless 139 Business  
 Brief 4.3 : China Builds Telecommunications Infrastructure 142 Networks 142 Components of a LAN 144 LAN  
 Protocols 147 LAN Topologies 148 Intranets and Extranets 148 Network Horror Stories 152 Summary 153 Case  
 Assignment : Guerrilla Wireless Networking for the Masses 155 Reflections Case : Ubiquitous Computing 1575  
 The internet and Electronic Commerce 160 Introduction 161 Evolution of the Internet 162 Internet Building Blocks  
 164 Internet Addressing 164 Electronic Mail , Newsgroups , List Services 165 Telnet and Ftp 166 World Wide  
 Web 167 Company Example : NextCard 168 Additional Internet Technologies 170 Markup Languages  
 170 Dynamically Generated Web Pages 172 Web Portals 174 Search Engines 175 Intelligent Agents 175 Industry  
 Example : Brokerage 176 Business Opportunities 179 Business-to-Consumer 179 Business-Based Markets  
 180 Business Brief 5.1 : Plugged-in Fans Buy Hot Tickets in Web Presales 181 Consumer-Based Markets  
 181 Business-to-Business 182 Business Brief 5.2 : Selling Backpacks on the Web Is Harder Than It Looks 183 The

Mobile Internet 184 Internet Technologies and Business Operations 186 Internet Issues 186 Security 187 Privacy  
 189 Consumer Protection 189 Censorship 190 Business Brief 5.3 : U.S. Firms Concerned about Global Legal Pact  
 191 Intellectual Property Rights 191 Interactive Activities 192 Summary 194 Case Assignment : Wireless Banking  
 Strategy 196 Organizational Uses of Information Systems 1996 information Systems and Organizational  
 Competition 201 Introduction 202 Components of an Information System 202 Purpose 202 Roles 203 Procedures  
 204 Content 205 Information Technology 206 Competition and Strategy 207 Business Brief 6.1 : Mr. Cozzette Buys  
 a Computer 210 Understanding Strategy 211 SWOT Analysis 212 The Value Chain 212 Business Brief 6.2 : General  
 Motors : From Bricks to Clicks 215 Porters Five-Forces Model 216 Case Example : Marshall Industries  
 219 Management Objectives for Information Systems 221 Competitive Vulnerabilities 225 Positioning the I/T  
 Organization 225 Managing Emerging Technologies 226 Summary 229 Case Assignment I : Demco Uses I/T to  
 Help Customers 231 Case Assignment II : Pollution Solutions (A) : One Persons Waste... 2327 information  
 Systems and 7 Organizational Responsiveness 236 Introduction 237 A Framework to Achieve Organizational  
 Responsiveness 239 Organizations as Systems 239 The Elements of Organizational Responsiveness 241 Inputs  
 242 Business Brief 7.1 : Border Delays Slow Production 243 Outputs 243 Transformation Process 245 Business Brief  
 7.2 : Customer Support-- ParTech 246 Business Brief 7.3 : I/T Can Transform Operations : The Russell  
 Corporation 248 The Dynamics of Organizational Responsiveness 249 Homeostasis 249 Forecasting 251 Business  
 Brief 7.4 : In Hindsight 253 Feedback 254 Environmental Scanning 257 Open versus Closed Systems 259 Buffers  
 260 Summary 262 Case Assignment I : Wal-Mart Trumps Moores Law 264 Case Assignment I1 : Creative  
 Aerospace , Inc. 2658 Information Systems and Organizational Decision Making 268 Introduction 269 Managerial  
 Functions 269 Traditional Scheme for Classifying Information Systems 272 Decision Making in Management  
 273 The Realities of Decision Making 274 Alternative Views of Management 275 The Limitations of Rationality  
 278 Using Information Systems to Improve Decision Making 282 Controlling 282 Automating Decisions  
 284 Supporting Complex Decisions 285 Augmenting Knowledge 286 Business Brief 8.1 : Computers as Complexity  
 Busters : Id Like Next Friday Off 287 Business Brief 8.2 : Keeping the Engine Tuned 289 Knowledge Management  
 291 Business Brief 8.3 : Tapping Knowledge at P fx G 292 Strategic Planning 292 Group Decision Making  
 293 Business Brief 8.4 : WebDAV Protocol Comes of Age 295 Summary 296 Case Assignment I : Wisconsin  
 Department of Health and Social Services 297 Case Assignment I1 : The Norris Company(B) : Sherrys Day at  
 the Office 2989 Organizational Use of Information Systems 302 Introduction 303 Organizations and Organizational  
 Structure 303 Business Functions 304 Accounting 305 Finance 305 Marketing and Sales 306 Production and  
 Operations Management 307 Customer Support 308 Human Resource Management 308 Information Services  
 308 Business Processes 309 Process View of an Organization 312 Business Brief 9.1 : National and Provincial  
 Building Society 314 Information Systems to Support Organizational Processes 315 The Virtual Organization  
 317 Business Brief 9.2 : Networks as Distortion Busters 319 Cautions on the Use of I/T 319 Information Systems  
 and Regulatory Issues 320 Bad Timing 320 Waking a Sleeping Giant 320 Cultural Issues Matter 321 Vulnerability to  
 Systems Failure 322 Ethical Vulnerabilities 323 Business Brief 9.3 : Happy Birthday to You 324 Business Brief 9.4 :  
 Internet Privacy 325 Establish and Enforce Written Policies on Ethics and the Use of I/T 325 Summary 328 Case  
 Assignment I : Anchoring Logistics in Technology 329 Case Assignment II : When Affairs of the Heart Raise I/T  
 Privacy issues 331 Module II Case : Dakin Farm (A) : Mail-Order Processing 333 Managing Information  
 Systems Resources 339 10 Business Process Management and Enterprise Systems 341 Introduction  
 342 Organizational Strategies and Business Processes 344 Business Process Automation 344 Business Process  
 Improvement and Transformation 346 Principles of Business Process Improvement 346 Example of Business  
 Process Improvement 349 Principles of Business Process Transformation 350 Example of Business Process  
 Transformation 351 Business Brief 10.1 : The Axe Can Be Sharp : The Ultimate in Process Transformation  
 353 Information Systems and Process Management 353 Enterprise Information Systems 354 Enterprise Resource  
 Planning and Enterprise Systems 355 Issues in Implementing Enterprise Systems 357 Business Brief 10.2 :  
 Answering Customers with CRM 358 Business Brief 10.3 : Integrating Purchasing with ERP 360 Summary 361 Case  
 Assignment I : The Limited Curtails Fraud 363 Case Assignment II : Lehigh Valley Hospital Gets a New

Backbone 36411 Information Systems Development 366Introduction 367Roles in Information Systems  
 Development 369The Systems Development Process 369Structured Development versus Object- Oriented  
 Development 370Object-Oriented Techniques 371Step 1. Project Planning (Define Goals and Objectives) 371Step  
 2. Analysis (Define Information Requirements) 374Step 3. Generation and Evaluation of Alternatives 376Design  
 Strategies : Build , Buy , or Outsource 380Step 4. Designing the Chosen Alternative 380Business Brief 11.1 :  
 Ski Conditions Ideal after I/S Integration 381Step 5. Implementation 384Business Brief 11.2 : Powering a Peacock  
 386Step 6. Maintenance and Operations 388CASE Tools 389Alternative Development Techniques 390End-User  
 Development 391Rapid Application Development 392Operational Vulnerabilities 393Business Brief 11.3 :  
 Application Development Life Cycle Gets an ASP Angle 394Effective Project Management 395Summary 396Case  
 Assignment I : Intelligent Electronics 399Case Assignment ii : Great Sports !  
 400Technical Note 2 : Structured Analysisand Design Techniques 403Structured Tools and Techniques  
 403Sample Case : Westward Ho 403Data Flow Diagrams 404Westward Ho : Operations 405DFDs : The  
 Context Diagram 406DFDs : The System-Level Diagram 406DFDs : Lower-Level Diagrams 408Diagraming  
 Conventions 409Data Models and Data Dictionaries 409Structured Design 410Structured Programming ,  
 412Summary 412External Information SystemsSourcing 414Introduction 41512 Buying Packaged Software  
 415Outsourcing 420Business Brief 12.1 : Problems for Rich-ConSteel 421Service Providers 423Application  
 Service Provider 423Business Brief 12.2 : Spin-off SeesOutsourcing as Key to Success 424Management Services  
 Provider 426Web Services 428SelectiveSourcing 431Summary 432Case Assignment I : Miller ElectricCase  
 Assignment ii : Outsourcing in theRetail Sector 43613Information ResourceManagement 438Introduction  
 439Hersheys Biggest Dud 439Spot Shortages 439The Mars Option 440The Project 440Big-Bang Approach 441Not  
 an Isolated Instance 442Information Systems as a CorporateResource 443Content as a Corporate Resource  
 444Information Systems Planning 445Organization of the InformationServices Department 447Cost and Resource  
 Management 449Business Brief 13.1 : Charge ThoseUsers 450Disaster Recovery Planning 451Business Brief 13.2  
 : Recreating Years of Files , One Application at a Time 452Systems Security 455Business Brief 13.3 : IBM  
 Moves to PlugHoles in Disaster Recovery 456Summary 458Case Assignment I : Pollution Solutions (C) : When  
 It Rains... 460Case Assignment II : Disaster Recovery atVermont Mutual 461Module iii Case : Dakin Farm (B)  
 : Whats Next? 46414 Information Technology : Emerging and Future Issues 472Introduction  
 473Organizational Management 474Employment and Entrepreneurship 476Business Brief 14.1  
 : Just-Not-in-Time 477Business Brief 14.2 : Amid Record Profits , Companies Continue Layoffs 478Ethical ,  
 Security , and International Issues 480Business Brief 14.3 : The Cyber-Surveillance Bill and You  
 481Cyberterrorism 482Semantic Hacking : Who Can You Believe? 482Business Brief 14.4 : Cyberterrorism  
 483Business Brief 14.5 : Want a New Credit Card Number? 484Business Brief 14.6 : Semantic Hacking  
 485Summary 490Case Assignment I : The Parable of the Pizza Parlor 490Case Assignment I1 : South Korea : A  
 Nation of Digital Guinea Pigs 492Case Assignment III : ArtificialIntelligence 493Glossary 495Index 516

## 章节摘录

**Summary** Organizational communication is the sharing of information related to an organizational activity between two or more individuals or organizational units. Sharing of information implies the collection, analysis, and transmission of information. Therefore, organizational communication may be thought of as a process. A communication network is made of a series of communication dyads. A dyad consists of a sender (source), a receiver, a message delivered through a channel (s), a medium connecting the sender and the receiver, and (optionally) feedback from the receiver to the sender. The communication process consists of the sender collecting data, encoding the data to form a message, and sending the message to the receiver, who decodes it. In many instances, the receiver acknowledges receipt of the message through some form of feedback. Communication distortion is the transformation of the meaning of a message by intentionally or unintentionally altering its content. This transformation includes any instance where information gets lost or destroyed, is modified or altered in a misleading manner, is sent to the wrong place, arrives late, or cannot be understood by the receiver. In many instances, communication distortion may be prevented through the appropriate use of information technology. Telecommunications can be thought of as the transmission of a message across a distance. Telecommunication technology can be used to facilitate communications between organizational members, or between organizational members and external parties such as customers and suppliers. One common example is the use of the public telephone system to carry a voice conversation between two or more people. Data traffic over networks such as the Internet continues to increase dramatically. To respond to the needs of the increased data traffic, telecommunications providers (e.g., local and long-distance telephone companies) need to transform the telecommunications infrastructure in which they have invested over the last 100 years. Basically, they need to transform a circuit-switched network designed to carry analog voice traffic to a packet-switched network designed and optimized for data communication that carries voice communication as just another data type. The term bandwidth is generally used to describe the capacity of a communications medium, and more specifically how fast content flows. In digital systems, bandwidth is expressed as data bits per second (bps). In analog systems (e.g., analog wireless telephones using radio frequencies), bandwidth is measured as the difference between the lowest frequency and the highest frequency used. As a way of classifying the capacity of different channels, the terms narrowband, wideband, and broadband often are used. Narrowband is typically used for a medium that offers transmission speeds of 64 kbps or less. For media offering rates between 64 kbps and 1.544 Mbps, the term wideband is used. Broadband is typically used to describe media offering transmission rates of 1.544 Mbps or higher.



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