

<<信息管理与信息系统专业英语>>

图书基本信息

书名：<<信息管理与信息系统专业英语>>

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内容概要

本书是为高等院校“信息管理与信息系统专业”的本科生及相关专业的硕士生编写的专业英语教材，旨在帮助学生积累专业英语词汇量，提高专业英语阅读理解水平。

书中共设12个授课单元，各单元内容自成一体，可根据具体授课学时灵活选择。

本书特点：选材新颖，语言规范；内容涵盖范围广泛，包括系统分析、设计、实施、信息系统的应用，决策支持系统，系统开发所需技术，信息系统与管理，信息安全，网络经济，知识管理及数据挖掘技术等领域。

本书对于从事计算机应用、信息技术、信息管理和情报学研究与应用的学者学习和掌握专业英语具有一定的参考价值。

本书配有PPT课件，如有需要可与编者联系。

书籍目录

Unit 1 Management Information Systems

Text

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 2 Information Systems and Organizations Text

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 3 Database Management Systems

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 4 Management Information Systems Development

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 5 Systems' Success and Failure

Text

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 6 Application of Information Systems

Text

New Words

<<信息管理与信息系统专业英语>>

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 7 Decision Support Systems

Text

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 8 Information Security Text

New Words

Phrases

Abbreviations

Notes

Questions for Discussion

Supplementary Reading

Material for Self-study

Unit 9 Internet Economy

Unit 10 Knowledge Management

Unit 11 Data Mining

Unit 12 Data Warehouse and OLAP

章节摘录

版权页：插图：Although "digital convergence" was predicted a decade ago, it is now an undeniable reality. Four massive industries are moving toward a common platform: the \$1 trillion computer hardware and software industry in the United States, the \$250 billion consumer electronics industry, the \$1.6 trillion communications industry (traditional and wireless telephone networks), and the \$900 billion content industry (from Hollywood movies, to music, text, and research industries). Although each industry has its favored platform, the outlines of the future are clear: a world of near universal, online, on-demand, and personalized information services from text messaging on cell phones, to games, education, and entertainment. The Internet is bringing about a convergence of technologies, roiling markets, entire industries, and firms in the process. Traditional boundaries and business relationships are breaking down, even as new ones spring up. Telephone networks are merging into the Internet, and cellular phones are becoming Internet access devices. Handheld storage devices such as iPods are emerging as potential portable game and entertainment centers. The Internet-connected personal computer is moving toward a role as home entertainment control center. Traditional markets and distribution channels are weakening and new markets are being created. For instance, the markets for music CDs and video DVDs and the music and video store industries are undergoing rapid change. New markets for online streaming media and for music and video downloads have materialized.

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