



Strategic Management and Information Systems: An Integrated Approach

By Wendy Robson



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Every degree programme in business information systems and technology (and the great majority of the fast-expanding conversion MSc programmes in IT for business) includes a course on the strategic issues surrounding information systems. This new edition of an established text meets the need for an accessible and practical text for students studying this subject for the first time. It supports the increasingly wide skills profile expected of business and information systems graduates and postgraduates, by adopting a toolbox approach to techniques and their application, and overall it creates a base from which effective consideration can be given to more complex concepts. The second edition has been completely updated in line with new developments in the field and is now presented in a more attractive user-friendly style.

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Bibliography

- Sales Rank: #16868237 in Books
- Published on: 1993-08
- Original language: English
- Number of items: 1
- Binding: Paperback
- 368 pages



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