



Essentials of Management Information Systems (8th Edition)

By Jane P. Laudon, Kenneth C. Laudon

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Key Topics: These authoritative authors continue to define the MIS course by emphasizing how business objectives shape the application of new information systems and technologies and integrating a career orientation that demonstrates the relevance of information systems to all business students regardless of their major.

Market: For introductory undergraduate courses in Information Systems taught in MIS, IS, CIS, Business and Management departments.

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