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## Essentials of MIS, Student Value Edition

By Kenneth C Laudon, Jane Laudon

Pearson, 2018. Loose-leaf. Condition: New. 13th ed.. Language: English . Brand New Book. Note: You are purchasing the unbound Student Value Edition; MyLab does not come packaged with this content. Students, if interested in purchasing this title with MyLab MIS, ask your instructor for the correct package ISBN and Course ID. For introductory courses in Information Systems or Management Information Systems. Connect essential MIS concepts to everyday life Essentials of MIS, Student Value Edition, 13/e is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. Current real-world business cases illustrate how companies have identified, and ultimately solved, key business challenges using information systems and technologies. Through the use of Essentials of MIS, you will be able to participate in, and even lead, management discussions of information systems for a firm. The 13th Edition consists of 12 chapters with hands-on projects that cover the most essential topics in MIS. In addition to the core text, this edition includes a Video Case Package consisting of 28 video case studies and 10 instructional videos to illustrate business uses of information systems, explain new technologies, and explore concepts. The knowledge and information in this book...



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