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Introduction to Information Systems - Loose Leaf / Edition ...

The title of this book is Introduction to Information Systems, 15th Edition and it was written by James O'Brien, George Marakas. This particular edition is in a Loose Leaf format. This book's publish date is Nov 25, 2009. It was published by McGraw-Hill/Irwin and has a total of 624 pages in the book.

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Introduction to Information Systems. by. James A. O'Brien, George M. Marakas. 3.55 · Rating details · 139 ratings · 8 reviews. Reflecting the movement toward enterprise-wide business applications, this work focuses on teaching the general business manager how to use and manage IT technologies such as the Internet,

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Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, and decision-making.

Introduction to Information Systems by James A. O'Brien

George M. Marakas is an associate professor of Information Systems at the School of Business at the University of Kansas. His teaching expertise includes Systems Analysis and Design, Technology-Assisted Decision Making, Electronic Commerce, Management of IS Resources, Behavioral IS Research Methods, and Data Visualization and Decision Support.

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Management Information Systems, 10th Edition by James O'Brien and George Marakas (9780073376813) Preview the textbook, purchase or get a FREE instructor-only desk copy.

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O'Brien's Introduction to Information Systems 13e continues to reflect the movement toward enterprise-wide business applications. George Marakas from the University of Kansas joins as a co-author on this new edition. New real world case studies correspond with this curriculum shift. The text's focus is on teaching the general business manager how to use and manage the most current IT technologies such as the Internet, Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, problem solving, and decision-making.

This book provides an introduction to information systems.

O'Brien's Introduction to Information Systems 12/E reflects the movement toward enterprise-wide business applications. All new real world case studies correspond with this curriculum shift as well. The text's focus is on teaching the general business manager how to use and manage the most current IT technologies such as the Internet, Intranets, and Extranets for electronic commerce and enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, and decision-making.

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