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At NYU ' s Stern School of Business, Ken Laudon teaches courses on Managing the Digital Firm, Information Technology and Corporate Strategy, Professional Responsibility (Ethics), and Electronic Commerce and Digital Markets. Ken Laudon ' s hobby is sailing. Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business ...

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Integrated Framework: Laudon, 10/e provides an integrated framework showing how information systems are composed of management, organization and technology elements. The importance of these three elements is reinforced in classroom projects and case studies using examples from business and public organizations that are familiar to students.

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Management information systems : managing the digital firm by Laudon, Kenneth C; Laudon, Jane Price. Publication date 2006 Topics Management-Informationssystem, USA, Betriebliches Informationssystem, Management information systems, Managementinformationssystem, SWD-ID: 40745181

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Prof. Ken Laudon

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The authors know information systems knowledge is essential for creating competitive firms, managing global corporations & providing useful products & services to customers. One of the central new themes in the revision focuses on helping managers make better decisions about technology to achieve maximum value.

Management Information Systems, 16e is a book that delves into how business firms across the globe use information technologies and systems to accomplish business objectives. In a world, where a continuous stream of information technology innovations are transforming the traditional business world, information systems are serving as a tool for business managers to achieve corporate advantage. Regardless of whether the students are in the field of accounting, finance, management, operations management or marketing, the information provided in this book will be valuable throughout their respective careers.

This text contains a wealth of pedagogical features to facilitate student comprehension, which aid in reviewing and reinforcing key concepts, as well as promoting problem-solving skills.

For introductory courses in IS (information systems) and MIS (management information systems). Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems used by business firms today, while drawing connections between MIS and business performance. The Laudons are known for their outstanding real-world case studies, which describe how well-known companies use IT to solve problems and achieve business objectives. Students develop sought-after skills, such as leading IS-related management discussions and using IT to meet bottom-line results. Each chapter of the 16th edition features all-new Interactive Sessions, new Video Cases, and a new Career Opportunities section building practical job-seeking skills. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Appropriate for both undergraduate and MBA students, this textbook examines the role of information systems in business and management. The authors describe the organizational and technical foundations of information systems, decision support systems, and the process of redesigning an organization. The fifth edition is reorganized to focus on the use of the internet to digitally enable business processes. Annotation copyrighted by Book News, Inc., Portland, OR

This perceptive, lively study explores U.S. women's sport through historical "points of change": particular products or trends that dramatically influenced both women's participation in sport and cultural responses to women athletes. Beginning with the seemingly innocent ponytail, the subject of the Introduction, scholar Jaime Schultz challenges the reader to look at the historical and sociological significance of now-common items such as sports bras and tampons and ideas such as sex testing and competitive cheerleading. Tennis wear, tampons, and sports bras all facilitated women's participation in physical culture, while physical educators, the aesthetic fitness movement, and Title IX encouraged women to challenge (or confront) policy, financial, and cultural obstacles. While some of these points of change increased women's physical freedom and sporting participation, they also posed challenges. Tampons encouraged menstrual shame, sex testing (a tool never used with male athletes) perpetuated narrowly-defined cultural norms of femininity, and the late-twentieth-century aesthetic fitness movement fed into an unrealistic beauty ideal. Ultimately, Schultz finds that U.S. women's sport has progressed significantly but ambivalently. Although participation in sports is no longer uncommon for girls and women, Schultz argues that these "points of change" have contributed to a complex matrix of gender differentiation that marks the female athletic body as different than--as less than--the male body, despite the advantages it may confer.

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