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# MIS4 (with CourseMate Printed Access Card) (New, Engaging Titles From 4LTR Press)



## **Synopsis**

Created by the continuous feedback of a "student-tested, faculty-approved" process, MIS4 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.

## **Book Information**

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## **Customer Reviews**

**PART I: FUNDAMENTALS OF INFORMATION SYSTEMS.** 1. Information Systems: An Overview. 2. Computers: The Machines Behind Computing. 3. Database Systems, Data Warehouses, and Data Marts. 4. Personal, Legal, Ethical, and Organizational Issues of Information Systems. 5. Protecting Information Resources. **PART II: DATA COMMUNICATION, THE INTERNET, E-COMMERCE, AND GLOBAL INFORMATION SYSTEMS.** 6. Data Communication: Delivering Information Anywhere and Anytime. 7. The Internet, Intranets, and Extranets. 8. E-Commerce. 9. Global Information Systems. **PART III: IS DEVELOPMENT, ENTERPRISE SYSTEMS, MSS, AND EMERGING TRENDS.** 10. Building Successful Information Systems. 11. Enterprise Systems. 12. Management Support Systems. 13. Intelligent Information Systems. 14. Emerging Trends, Technologies, and Applications. **ONLINE APPENDICES.** A. Modeling Analysis with Excel. B. Graphics Analysis with Excel. C. Data Management with Excel. D. Web Development Literacy and

Hossein Bidgoli, Ph.D., is professor of Management Information Systems at California State University. Dr. Bidgoli helped set up the first PC Lab in the United States and served as its first director. He is the author of 45 textbooks, 27 manuals and more than five dozen technical articles and papers on various aspects of computer applications, information systems and network security, e-commerce and decision support systems published and presented throughout the world. Dr. Bidgoli also serves as the editor-in-chief of THE HANDBOOK OF TECHNOLOGY MANAGEMENT, THE INTERNET ENCYCLOPEDIA, THE HANDBOOK OF INFORMATION SECURITY, THE HANDBOOK OF COMPUTER NETWORKS, and THE ENCYCLOPEDIA OF INFORMATION SYSTEMS. THE ENCYCLOPEDIA OF INFORMATION SYSTEMS was a recipient of one of the Library Journal's Best Reference Sources for 2002. THE INTERNET ENCYCLOPEDIA was a recipient of one of the PSP Awards (Professional and Scholarly Publishing), 2004, by Association of American Publishers.

This is a very good quality textbook, but unless you are studying Information Systems or are just unusually interested in computer systems, it is an incredibly boring subject to read about. The authors have tried diligently to ease the readers mind-numbing boredom by adding in interesting little tidbits, but overall, this is not a book I would want to read for pleasure.

Coming into this subject there was a lot I didn't know about, and I wouldn't have considered myself computer savvy, so I was very pleased with this book because it was easy to follow and helped me to gain a better understanding of the subject. The material and the coursemate helped me further grasp the concepts and retain the information. This book is excellent for college students or anyone wanting to learn about computers, software, and MIS in general.

MIS 4 is a great book with current information and cases that are directly related to the material. This is one of the best textbooks I have read because the format is simple to read and the reference cards in the back allow for quick review. I enjoyed the CourseMate card which gives access to the book's website because it helps reinforce the material and prepare you for tests.

This book is written by one of the professors at California State University Bakersfield. It does have a lot of practical knowledge, but what it lacks are exercises that help you build and retain any

information. If you're thinking about using this book in your class, you should think about integrating some hands on exercises to help students really understand what it is they are studying.

shipping was quick! This book helped me out a lot for my class.

The book I needed for class for cheaper than the school sold it.

This was for a class in IT. A lot of the discussion was outdated and not relevant for today even though it is a relatively new book. Good instruction is necessary to accompany this.

This is a dumb outdated book... had to get it for an equaly dumb class... its nothing more than a magazine.

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