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IT's Going Global... From Shanghai to San Francisco, IT is playing an increasingly vital role in helping organizations gain the competitive advantage around the globe. That's why the Fifth Edition of "Information Technology for Management" offers a global perspective on how IT is transforming business. In this comprehensive, up-to-date Fifth Edition, Efraim Turban, Ephraim McLean, James Wetherbe, and new coauthor Dorothy Leidner present late-breaking developments in the field, as well as a new chapter on Global Interorganizational Systems. IT's About Transformation: The text focuses on how organizations operate and compete in the digital economy, and how IT can assist this transformation. The new edition also features increased strategy coverage. IT's Current: The Fifth Edition introduces new research, current examples and case studies, and updated reference materials. IT's Managerial: The text's strong managerial orientation makes IT relevant and interesting to business students. Technological topics are conveniently covered in six technology guides at the end of the text. IT's Wireless: A special chapter covers innovations and opportunities in mobile computing and the wireless revolution. IT's Hands-on: Students solve realistic IT problems when they are "hired" as interns at The Wireless Cafe, a simulated high-tech restaurant in Shanghai.

Information technology has changed how businesses operate and succeed in today's global economy. Organizations can now use IT to transform themselves and achieve a tremendous competitive advantage. Information Technology for Management: Transforming Organizations in the Digital Economy, Seventh Edition highlights how this new technology is changing the current business environment and what effect it has on today's students. The text addresses the major principles of MIS in order to prepare managers to understand the role of information technology in the digital economy. Revised and updated for a junior or senior level MIS or MBA course, this title will give students what they need to succeed in the emerging digital economy.

A practical, managerial-oriented approach that shows how IT is used in organizations to improve quality and productivity Case studies highlight new technology and applications, including fuzzy logic, neural computing, and hypermedia Contains a variety of cases that emphasize problems many corporations

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encounter. Features international cases, illustrating how IT can be adapted to other cultures

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

Complete managerial emphasis throughout—makes this book relevant and interesting to the reader. * Up-to-date coverage. * Comprehensive coverage of e-commerce.

A practical, managerial-oriented approach to show how IT is used in organizations for the improvement of quality and productivity. * Contains a variety of cases which highlight problems many corporations encounter, as well as international cases, written by prominent international figures in the field, to illustrate how IT can be adapted to conform to other cultures. * Substantial coverage of new technology and applications (e.g. fuzzy logic, neural computing, hypermedia). * Icons highlight the use of functional areas of business, health care, and government, not-for profit agencies.

This text is an unbound, binder-ready edition. Information Technology for Management by Turban, Volonino Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 9th ed continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology. The book prepares students for professional careers in a rapidly changing and competitive environment by demonstrating the connection between IT concepts and practice more clearly than any other textbook on the market today. Each chapter contains numerous case studies and real world examples illustrating how businesses increase

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productivity, improve efficiency, enhance communication and collaboration, and gain competitive advantages through the use of Information Technologies.

This text is designed to help managers who have to deal with a complex environment, and who are often presented with "ready-made" solutions as to how to best organize their firm, to best use information technology. The book presents a simple and attractive framework within which managers can analyze their firm's environment and characteristics, and reflect on the most appropriate way - for them - to "put the puzzle together." It provides the manager and student with an integrated conceptual but pragmatic framework to analyze their situation. Courses examining the role of Information Technology in emerging organizational forms will find a well-grounded conceptual framework, illustrated with in-depth case studies. The book draws from the latest research in industrial organization, strategy, information technology, organizational theory, and leadership. It examines the individual puzzle pieces that have to be put together - strategy, structure, information technology, and leadership, and present the cases of three firms that were equally successful in putting these pieces together, while choosing pieces with dramatically different forms and adjusting them in radically different ways. The three in-depth cases included in the book are international: Oticon is a Danish firm with close to 1500 employees and is a world leader in the manufacture of hearing aids. Li & Fung is another, first established in Canton and is an international trading company. Progressive Insurance which is the third largest insurance company in the US.

This book provides one of the first clear-headed assessments of information technology and organizational transformation. Its virtue is not so much in its recognition of the importance of the subject; speculations on this topic have been rampant for more than a decade. Rather, it is unusual and unusually useful, because it avoids speculation in favor of conceptually coherent accounts grounded in empirical study of actual organizations. The chapters contained in this volume move beyond the superficial glorification of information technology as an extraordinary instrument of social change, and straight to the heart of the mechanisms of change as they play out in everyday organizational life. In the process, they reaffirm that the real story of information technology in organizations is more about people than about technology. Taken together, they provide an important contribution to the intellectual foundations of one of the most interesting developments in decades.

A practical, managerial-oriented approach that shows how IT is used in organizations to improve quality and productivity Case studies highlight new technology and applications, including fuzzy logic, neural computing, and hypermedia Contains a variety of cases that emphasize problems many corporations

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