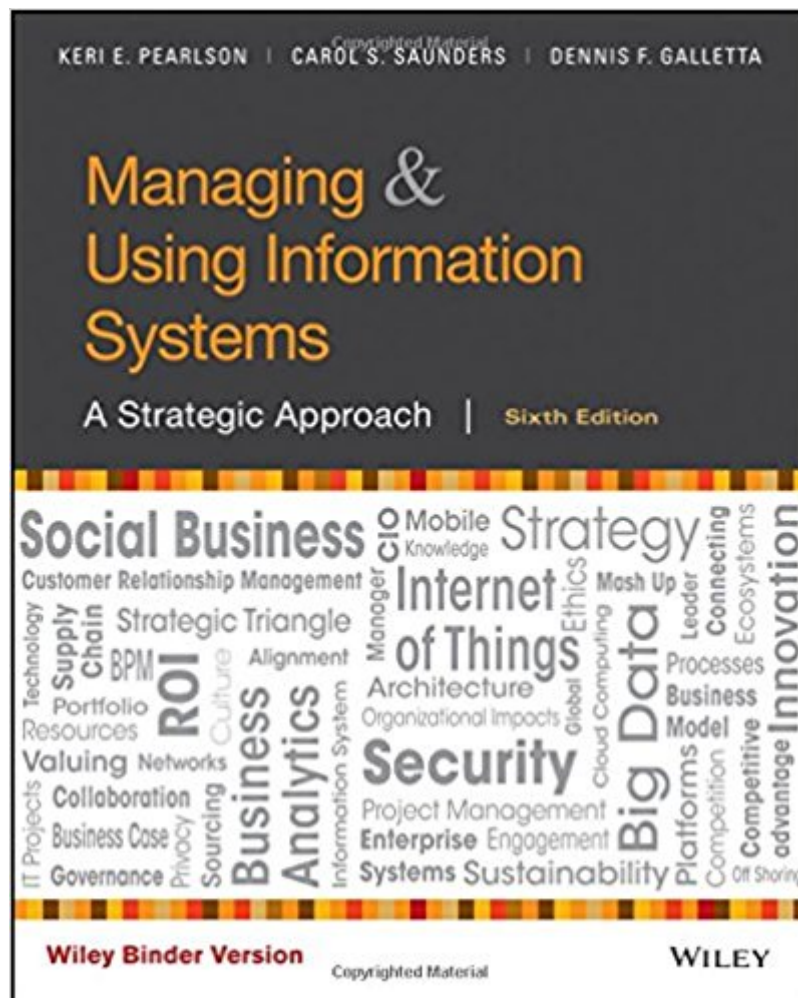




The book was found

Managing And Using Information Systems, Binder Ready Version: A Strategic Approach



Synopsis

Managing and Using Information Systems: A Strategic Approach, A Sixth Edition, conveys the insights and knowledge MBA students need to become knowledgeable and active participants in information systems decisions. This text is written to help managers begin to form a point of view of how information systems will help, hinder, and create opportunities for their organizations. It is intended to provide a solid foundation of basic concepts relevant to using and managing information.

Book Information

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Customer Reviews

DR. KERI E. PEARLSON is president of KP Partners, a CIO advisory services firm specializing in the areas of strategic use of information systems, business analytics programs and organizational design. She coaches CIOs from many different types of organizations. She is a former faculty member at the McCombs Business School at UT, Austin and the co-author of Zero Time: Providing Instant Customer Value (Wiley, 2000). She holds a Doctorate in Business Administration (DBA) in MIS from the Harvard Business School and both a Master's Degree in Industrial Engineering and a Bachelor's Degree in Applied Mathematics from Stanford. DR. CAROL S. SAUNDERS is Research Professor at the W. A. Franke College of Business, Northern Arizona University in Flagstaff, and Schoeller Senior Fellow (2012) at the Friedrich Alexander Univ of Erlangen-Nuremberg. She served as General Conference Chair of the International Conference on Information Systems (ICIS) in 1999. She was editor-in-chief of MIS Quarterly (MISQ) from 2005-2007. She is an Association for Information Systems (AIS) Fellow, and has received both the

AIS LEO and Academy of Management OCIS Division awards for lifetime achievements. Dr. Saunders holds a PhD in Organizational Behavior and Management from the Univ of Houston. In addition to her academic positions, she has worked for IBM and EXXON Co., U.S.A. DR. DENNIS F. GALLETTA is Professor of Business at the Univ of Pittsburgh and Director of its business school's PhD program. He served as general and program chair of the field's largest conferences: ICIS and AMCIS, and founding Editor-in-Chief of AIS Transactions on HCI. He obtained his PhD from the U of Minnesota in 1985, and is a CPA. He was President of AIS and is a LEO award winner and Fellow of AIS. He and his collaborators won a 2014 Emerald Award for an article reaching the top 50 in management-related fields. He has published in outlets such as Mgmt Science, MISQ, ISR, JMIS, EJIS, JAIS, ICIS, AMCIS, and HICSS.

I was a bit surprised and disappointed that "binder-ready version" is really another term for a stack of 8.5 x 11 3-ring-binder punched pieces of paper that come in plastic wrap, kind of like someone's printing these out on a color laser printer somewhere and sending them out. Of course I read what it was in the title, so I shouldn't have been that surprised, but it seems to me that for almost \$80, they could put a little more effort into making a more durable product... this feels especially fragile, and seems like it would be difficult to keep in good condition without tearing some of the page holes, losing pages, or getting them out of order. The content of the book itself is really good, it's pretty interesting, has some really good examples and case studies, and it's very up-to-date, but it seems like the lack of binding is some kind of compromise that allows them to sell it for "only" \$80... how sad that this is what textbooks have come to. Addendum: I made it through the class without tearing or losing any of the pages, so I was happy with that, but at times it was a bit scary. Also, I was asked to change my star rating by someone associated with this textbook as my main complaint lies with the format rather than the content. Since this review appears for all editions of the book, including the e-book, that seemed like a fair request. Judging it by content alone, I changed the review from three to four stars, but I still feel that this format needs improvement.

This is not able to be viewed on the Kindle Cloud on a PC, only on a Mac. I guess the publishers expect us to read an IT text book on our iPhones.

Horrible book, wasn't a great or easy read at all.

great price

Book required for school, this is really nothing more than a manual and is required for certain classes. Buy the cheapest version possible

its okay

Using this book in my MBA class.

Waste of money

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