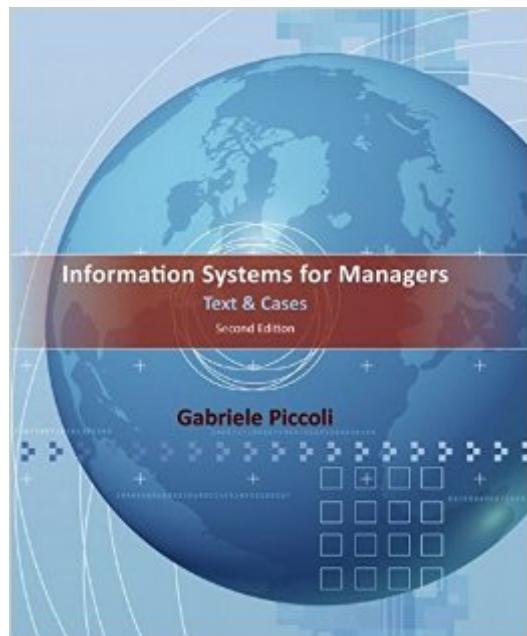


The book was found

Information Systems For Managers: Text And Cases



Synopsis

The two versions of Piccoli:Â a second edition of IS for Managers:Â Text and Cases and a first edition of a text only version, titled Essentials of IS for Managers offer an engaging, non-academic style and actionable frameworks to help readers develop value added IT-dependent strategic initiatives. The version with cases offers an "all in one" book for those who don't want to choose their own cases.Â Each case has extensive notes prepared by the author to help teach a meaningful course. Part III on "The Strategic use of IS" offers unique and useful frameworks that MBAs will be able to put into practice. Â

Book Information

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Customer Reviews

I purchased this book for an Information Systems & Information Technology Management class I took for my first year as a Management and Marketing major. Overall, the information presented within this book is mostly clear and concise. If you really want to learn, this book does provide a plethora of great case studies. Even though I finished the class, I am still reviewing material within this book, because it is so applicable in the realm world.

I have used this as the textbook for my core information systems class in my university's full time MBA program for the last three years. In my opinion, the book covers all of the major topics that need to be covered in a core information systems class and students find the book to be well-written and easy to follow. It manages to explain difficult concepts in a manner that is accessible for my

non-technical students without being dull to my more technical students. It should definitely be on the short-list of books to consider for graduate programs.

I purchased this book for a course in Information technology. This book is about information systems. Information technology is a subset of information systems, so this book does not really delve into technical IT. The course I am taking ends up not being technical either so this book matches the course. I gave this book three stars because the information I found was not really any different than information that would be of value to a manager in any discipline. Yes there are some terminology differences but overall management skills are transferable across disciplines. Very little here that was information specific to this particular discipline within management.

Comprehensive material, not too difficult to read. Real life cases are really good. Used it for my Information systems design and management class. I would recommend it.

Came as advertised, and had an excellent rental price. Used this book for an MBA level course and was very pleased with the price, product, and time length for the rental.

Rather than focussing on the details of emerging technology, this text covers the overall concepts that are important for managers to learn and implement when responsible for information systems in an organization. The mini cases and full cases that are included in the textbook provide contexts for discussing these application principles. It was an easy read, in-depth and informative for someone like me with very little IT background.

I need it for class but have been unable to change the display settings. The only option is white background with black text.

I would highly recommend to study this book!

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