Management Information Systems
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  - Ramo: Strategic Business Forecasting: A Structured Approach to Shaping the Future of Your Business, 1/e

### MISource

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- De Palma: Annual Editions: Computers in Society 10/11, 16/e
- Phillips: CAPM / PMP Project Management Certification: All-In-One Exam Guide, 2/e
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### MISource
O’Brien’s *Introduction to Information Systems* 15/e reflects the contemporary use of enterprise-wide business systems. New real-world case studies continue to correspond with this industry reality. The text’s focus is on teaching the future manager the potential effect on business of the most current IT technologies such as the Internet, Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, problem solving, and decision-making.

**Features**

- **Analysis Exercises** at the end of each chapter provide practice analyzing problems and using applications to arrive at solutions.
- **Fundamental roles of information systems**: The book opens with an introduction to business and an overview of the managerial challenges of IT.
- **Thorough coverage of Competitive Advantage Issues**.
- **Complete coverage of business application software**: The Computer Software chapter covers the following: application service providers, XML and Java, and Web services.
- **Data Resource Management**: Material on database software and traditional file processing provides a balance of the topics covered in the course.
- **Most Current Real-World Material**: The authors incorporate the cases and photos at the last possible moment so the text illustrates concepts with the most current and relevant examples.
- **MiSource**: Save lecture time and office hours by empowering students to refresh their Excel, Access, Office, and PowerPoint skills on their own or learn them for the first time with this powerful tutorial tool that provides perfect simulation of the actual Office software.

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2: Competing with Information Technology

**Module 2: Information Technologies**
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4: Computer Software
5: Data Resource Management
6: Telecommunications And Networks

**Module 3: Business Applications**
7: Electronic Business Systems
8: Electronic Commerce Systems
9: Decision Support Systems

**Module 4: Development Process**
10: Developing Business/It Solutions

**Module 5: Management Challenges**
11: Security and Ethical Challenges
12: Enterprise and Global Management of Information Technology
The Baltzan and Phillips approach in *Business Driven Technology* discusses various business initiatives first and prolifically through the Business Plug-Ins, and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation.

### Features

- **100% author written supplements including:** Test banks, 35 Apply Your Knowledge technology application projects on line and 69 Apply Your Knowledge real business problems in the book, 12 Technology Plug-Ins (additional chapters) include discussions on creating Web Pages Using HTML and Dreamweaver and how to create Gantt Charts with Excel and Microsoft Project, 21 Business Plug Ins (additional chapters) deeper focus of business initiatives, and over hundreds of additional rich resources found in the Instructor Course Guide and throughout the Instructor’s Manual.

- **Business-first perspective:** Allows instructors to easily convey the purpose of technology and systems to support business needs and take advantage of opportunities.

- **Adaptive organization:** 20 core chapters, 21 business plug-ins and 12 technology plug-ins allows the instructor to use the core chapters as a framework and select plug-ins that support their specific course objectives.

- **Supplemented with 19 videos and 40 iPod segments:** Each video and iPod segment has a comprehensive IM containing online discussion questions and classroom exercises.

- **40 iPod videos and 20 videos** to reinforce concepts.

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**Unit 1:**
1. Business Driven Technology
2. Identifying Competitive Advantages
3. Strategic Initiatives for Implementing Competitive Advantages
4. Measuring the Success of Strategic Initiatives
5. Organizational Structures that Support Strategic Initiatives

**Unit 2:**
6. Valuing Organizational Information
7. Storing Organizational Information - Databases
8. Accessing Organizational Information - Data Warehouse

**Unit 3:**
9. Enabling the Organization - Decision Making
10. Extending the Organization - Supply Chain Management

**Unit 4:**
12. Integrating the Organization from End-to-End - Enterprise Resource Planning

**Unit 5:**
13. Creating Innovative Organizations
14. E-Business
15. Creating Collaborative Partnerships
16. Integrating Wireless Technology in Business

**Unit 5:**
17. Building Software to Support an Agile Organization
18. Managing Organizational Projects
19. Outsourcing in the 21st Century
20. Developing a 21st Century Organization
Management Information Systems for the Information Age, 8/e

Stephen Haag, University of Denver
Maeve Cummings, Pittsburgh State University

www.mhhe.com/haag8e
2010 • 978-0-07-016709-4 • 608 pages

Management Information Systems for the Information Age, 8/e has a contemporary writing style and includes a wealth of examples that engage students. Arranged with chapter opening cases that highlight how an organization has successfully implemented many of the chapter’s concepts and chapter closing cases that help students apply what they just learned gives students the hands-on knowledge that is applicable in both their personal and professional experiences.

Features

• New Organization: All chapters are now together at the front of the text and all XLMs on together in an appendix or online. This new organization will be much simpler and clearer for instructors confused by the way previous editions had some XLMs integrated between chapters.
• Many new examples and cases, including industry perspective boxes, chapter opening case studies, chapter closing case studies, and global perspective boxes.

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1: The Information Age in Which You Live: Changing the Face of Business
2: Major Business Initiatives: Gaining Competitive Advantage with IT
3: Databases and Data Warehouses: Building Business Intelligence
4: Decision Support and Artificial Intelligence: Brainpower for Your Business
5: Electronic Commerce: Strategies for the New Economy
6: Systems Development: Phases, Tools, and Techniques
7: Enterprise Infrastructure, Metrics, and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise
8: Protecting People and Information: Threats and Safeguards
9: Emerging Trends and Technologies: Business, People, and Technology Tomorrow
This new Ninth Edition is designed for business students who are or who will soon become business professionals in the fast changing business world of today. The goal of this text is to help business students learn how to use and manage information technologies to revitalize business processes, improve business decision making, and gain competitive advantage. Thus it places a major emphasis on up-to-date coverage of the essential role of Internet technologies in providing a platform for business, commerce, and collaboration processes among all business stakeholders in today’s networked enterprises and global markets.

Features

- **Updated Real World Cases**: More than 40% of the Real World Cases are new to the 9th edition.
- **52 New Blue Boxes**: Provide brief, in depth, up-to-date examples of how corporations apply IS concepts and theories.
- **Managerial Perspective**: O’Brien continues to present the business impact of information systems as the company leaders would view it.
- **Analysis Exercises**: End-of-chapter analysis exercises provide interesting scenarios for students to apply the chapter concepts.
- **2-page format Real World Cases** provide in-depth examples illustrating how prominent businesses and organizations have attempted to implement the concepts just learned. Additional discussion questions and activities for each case allow for a variety of applications.
- **Modular Chapter Organization**: Breaks each chapter into two units, allowing instructors to skip units without lost continuity.
- **Ethics**: Chapter 13 more than sufficiently meets any mandated ethics coverage.

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  2: Competing with Information Technology
- Module 2: Information Technologies
  3: Computer Hardware
  4: Computer Software
  5: Data Resource Management
  6: Telecommunications and Networks
- Module 3: Business Applications
  7: Electronic Business Systems
  8: Enterprise Business Systems
  9: Electronic Commerce Systems
  10: Decision Support Systems
- Module 4: Development Processes
  11: Developing Business/IT Strategies
  12: Developing Business/IT Solutions
- Module 5: Management Challenges
  13: Security and Ethical Challenges
  14: Enterprise and Global Management of Information Technology
**Business Driven Information Systems, 2/e**

Paige Baltzan, University of Denver  
Amy Phillips, University of Denver  
www.mhhe.com/baltzan  
2009 • 978-0-07-016448-2 • 552 pages

*Business Driven Information Systems, 2/e* discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. *BDIS* is designed to give students the ability to understand how information technology can be a point of strength for an organization.

**Features**

- **Integrative Themes**: Several integrative themes are present throughout the text which adds relevancy to the material. Themes such as ethics and social responsibility and gaining a competitive advantage are essential for students to gain a full understanding of the strategies that a business must implement.
- **BDIS** is a well organized and concisely written text which helps students to follow the topics from one chapter to the next in a logical matter.
- **Comprehensive and End-of-chapter Cases**: These cases encourage students to consider what concepts have been presented and then apply those concepts to a situation they might find in an organization.
- **Making Business Decisions Feature**: Small scenario-driven projects that are featured in this text help students focus individually on decision making as they relate to the topical elements in the chapter.

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**Section 1: Business Driven Information Systems**
1: Information Systems in Business  
2: Strategic Decision Making  
3: E-Business

**Section 2: Essentials of Information Systems**
4: Ethics and Information Security  
5: IT Architectures  
6: Databases and Data Warehouses  
7: Networks, Telecommunications, and Mobile Technology

**Section 3: Enterprise Information Systems**
8: Operations Management and Supply Chain Management  
9: Customer Relationship Management and Business Intelligence

**Section 4: Developing Information Systems**
10: Enterprise Resource Planning and Collaboration Systems  
11: Systems Development and Project Management  
12: Innovation, Entrepreneurship, and 21st Century Global Business

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**Essentials of Business Driven Information Systems, 1/e**

Paige Baltzan, University of Denver  
Amy Phillips, University of Denver  
www.mhhe.com/baltzan  
2009 • 978-0-07-127034-2 • 400 pages

*Essentials of Business Driven Information Systems* discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs.

**Table of contents**

1: Information Systems in Business  
2: Strategic Decision Making  
3: E-Business  
4: Ethics and Information Security  
5: IT Architectures  
6: Databases and Data Warehouses  
7: Networks, Telecommunications, and Wireless Computing  
8: Supply Chain Management  
9: Customer Relationship Management  
10: Enterprise Resource Planning and Collaboration Systems
The business world hires only the best knowledge workers—equipped with a well-balanced repository of IT skills and business knowledge. *Information Systems Essentials, 3/e* provides your students with tools to help them prepare for a seamless transition to that professional world. With nine chapters and three appendices, this title succinctly covers the traditional core material of MIS. Consistent with Haag’s best-selling *MIS for the Information Age*, this essentials version conveys the impact of information systems on the individual with contemporary writing and lively examples.

**Table of contents**

1: The Information Age in which You Live: Changing the Face of Business  
2: Major Business Initiatives: Gaining Competitive Advantage with IT  
3: Databases and Data Warehouses: Building Business Intelligence  
4: Decision Support and Artificial Intelligence: Brainpower for Your Business  
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7: Enterprise Infrastructure, Metrics, and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise  
8: Protecting People and Information: Threats and Safeguards  
9: Emerging Trends and Technologies: Business, People, and Technology Tomorrow

**Corporate Information Strategy and Management: Text and Cases, 8/e**

*Corporate Information Strategy and Management: Text and Cases, 8/e* is written for students and managers who desire an overview of contemporary information systems technology management. This new edition examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. This text is comprised of an extensive collection of Harvard Business cases devoted to Information Technology.

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Introduction: Corporate Information Strategy and Management  
Module 1: IT and Business Advantage  
1: Understanding Business Models  
2: IT Impact on Business Models  
3: IT Impact on Organizations  
4: Making the Case for IT  
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Case 1-2: The Five Competitive Forces that Shape Strategy  
Case 1-3: Canyon Ranch  
Case 1-4: Boeing’s e-Enabled Advantage  
Case 1-5: Royal DSM N.V.: Information Technology Enabling Business Transformation  
Module 2: The Business of IT  
5: Understanding IT Infrastructure  
6: Assuring Reliable and Secure IT Services  
7: Managing Service Delivery  
8: Managing IT Project Delivery  
Case 2-1: CareGroup  
Case 2-2: The iPremier Company (A): Denial of Service Attack  
Case 2-3: Ford Motor Company: Supply Chain Strategy  
Case 2-4: The Power of Virtual Integration: An Interview with Dell Computer’s Michael Dell  
Case 2-5: Strategic Outsourcing at Bharti Airtel Limited  
Case 2-6: Cisco Systems, Inc.: Implementing ERP  
Module 3: IT Leadership  
9: Governance of the IT Function  
10: Leadership of the IT Function  
Case 3-1: Information Technology and the Board of Directors  
Case 3-2: Volkswagen of America: Managing IT Priorities  
Case 3-3: The AtekPC Project Management Office  
Concluding Thoughts  
Case C-1: The ITC e-Choupal Initiative
Database Design, Application Development and Administration, 3/e

Michael V. Mannino, University of Colorado

www.mhhe.com/mannino

2007 • 978-0-07-110701-3 • 736 pages

This text provides the information you need to learn relational databases. The book teaches students how to apply relational databases in solving basic and advanced database problems and cases. The fundamental database technologies of each processing environment are presented; as well as relating these technologies to the advances of e-commerce and enterprise computing. This book provides the foundation for the advanced study of individual database management systems, electronic commerce applications, and enterprise computing.

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1: Introduction to Database Management
2: Introduction to Database Development
Part 2: Understanding Relational Databases
3: The Relational Data Model
4: Query formulation with SQL
Part 3: Data Modeling
5: Understanding Entity Relationship Diagrams
6: Developing Data Models for Business Databases
Part 4: Relational Database Design
7: Normalization of Relational Tables
8: Physical Database Design
9: Advanced Query Formulation with SQL
Part 5: Application Development with Relational Databases
10: Application Development with Views
11: Stored Procedures and Triggers
Part 6: Advanced Database Development
12: View Design and Integration
13: Database Development for Student Loan Limited
Part 7: Managing Database Environments
14: Data and Database Administration
15: Transaction Management
16: Data Warehouse Technology and Management
17: Client-server Processing and Distributed Databases
18: Object Database Management Systems

Systems Analysis and Design Methods, 7/e

Jeffrey L. Whitten, Purdue University
Lonnie D. Bentley, Purdue University

www.mhhe.com/whitten

2007 • 978-0-07-110766-2 • 768 pages

Today’s students want to practice the application of concepts. As with the previous editions of this book, the authors write to balance the coverage of concepts, tools, techniques, and their applications, and to provide the most examples of system analysis and design deliverables available in any book. The textbook also serves the reader as a professional reference for best current practices.

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Part 1: The Context of Systems Development Projects
1: The Context of Systems Analysis and Design Methods
2: Information System Building Blocks
3: Information Systems Development
4: Project Management
Part 2: Systems Analysis Methods
5: Systems Analysis
6: Fact-Finding Techniques for Requirements Discovery
7: Modeling System Requirements with Use Cases
8: Data Modeling and Analysis
9: Process Modeling
10: Object-Oriented Analysis and Modeling Using the UML
11: Feasibility Analysis and the System Proposal
Part 3: Systems Design Methods
12: Systems Design
13: Application Architecture and Modeling
14: Database Design
15: Output Design and Prototyping
16: Input Design and Prototyping
17: User Interface Design
18: Object-Oriented Design and Modeling Using the UML
Part 4: Beyond Systems Analysis and Design
19: Systems Construction and Implementation
20: Systems Operations and Support

Supplements
978-0-07-305234-2 (Instructor’s Resource CD)
De Palma: Annual Editions: Computers in Society 10/11, 16/e
www.mhcls.com
2010 • 978-0-07-352858-8 • 256 pages

Angel: PMP Certification: A Beginner’s Guide
2010 • 978-0-07-163370-3 • 464 pages

Phillips: CAPM/PMP Project Management Certification All-In-One Exam Guide with CD, 2/e
2010 • 978-0-07-163299-7 • 576 pages

Jacot: JD Edwards EnterpriseOne: The Complete Reference, 1/e
2009 • 978-0-07-159873-6 • 960 pages

Ramo: Strategic Business Forecasting: A Structured Approach to Shaping the Future of Your Business, 1/e
2009 • 978-0-07-162126-7 • 240 pages
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- The Video Cases, presented in real world settings, exemplify particular MIS concepts covering database systems, telecommunication, and systems analysis & design to students on how a growing company uses technology to solve problems.
- Critical-thinking questions are included for assignment or additional practice. These questions correspond to each video case and may be assigned for homework or used for in-class discussions.
- Information Technology Computer Concepts are revisited helping students grasp and bridge the gap between Information Technology and Management Information Systems concepts.
- MIS Concept simulated exercises help to reinforce concepts that are discussed in each text. Students may strengthen these skills on their own or complete them as assignments.

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