Introduction to Information Systems, Binder Ready Version

By R. Kelly Rainer, Brad Prince

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The goal of *Introduction to Information Systems, Binder Ready Version, 6th Edition* is to teach all business majors, especially undergraduates, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not merely placed on learning the concepts of information technology, but rather on applying those concepts to facilitate business processes. The content concentrates on placing information systems in the context of business, so that students will more-readily grasp the concepts presented in the text. The theme of this book is What's In IT for Me? This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management. This text is an unbound, three hole punched version.

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