Business Information Systems

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In order to run a successful business, today's manager needs to combine business skills with an understanding of information systems and the opportunities and benefits that they bring to an organisation. Starting from basic concepts, this book provides a comprehensive and accessible guide to: * understanding the technology of business information systems; * choosing the right information system for an organisation; * developing and managing an efficient business information system; * employing information systems strategically to achieve organisational goals. Taking a problem-solving approach, Business Information Systems looks at information systems theory within the context of the most recent business and technological advances. This thoroughly revised new edition has updated and expanded coverage of contemporary key topics such as: * Web 2.0 * enterprise systems * implementation and design of IS strategy * outsourcing Business Information Systems does not assume any prior knowledge of IS or ICT, and new concepts are simply defined. New business examples, case studies and web links are fully integrated throughout, illustrating the relevance and impact of information systems in today's business environment. In addition there are a wealth of questions and exercises both in the book and online at www.pearsoned.co.uk/bis enabling students to test their understanding of key topics and issues. This book is ideal for students on any courses related to business information systems or management information systems at undergraduate or postgraduate level. About the authors Andrew Greasley lectures in Information Systems, Operations Management and Simulation Modelling at Aston Business School, Aston University. Paul Bocij is a Senior Teaching Fellow at Aston Business School. An experienced educator, he has worked for a wide variety of institutions, including universities, colleges and numerous commercial organisations. His commercial experience includes time spent in the fields of programming, management, training and consultancy. Simon Hickie has worked for 20 years as a senior lecturer in business information systems, having previously worked for 10 years in the management information systems field in a variety of roles including progammer, project manager and trainer. His particular interests lie in the areas of information systems in SMEs, change management and strategic information systems management.

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