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A) Decision support systems B) Management information systems C)
CRM D) Enterprise applications Answer: D Diff: 1 Page Ref: 53
AACSB: Reflective Thinking CASE: Comprehension 46) A(n)
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Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business professionals how to design and use information systems.

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Management Information Systems: Managing the Digital Firm This book has helped to analyze case studies, write course works, and helped me to prepare for MIS exam on my first year. It has main concepts about managing information systems and all main material you need to know about how to manage the digital firm.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

'Management Information Systems' contains a wealth of pedagogical features to facilitate student comprehension, which aid in review and reinforce key concepts, as well as promoting problem-solving skills.

Revised edition of the authors' Management information systems, [2016]

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Publisher's description: Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business student. Laudon and Laudon continue to define the MIS course for all business majors by emphasizing how business objectives shape the application of new information systems and technologies.

An in-depth look at how today's businesses use information technologies. Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business professional. Laudon and Laudon continue to emphasize how business objectives shape the application of new information systems and technologies.

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increasing share of this work is done in Asia, Eastern Europe, Latin America and Africa, the making of information systems is discussed within a global context.

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