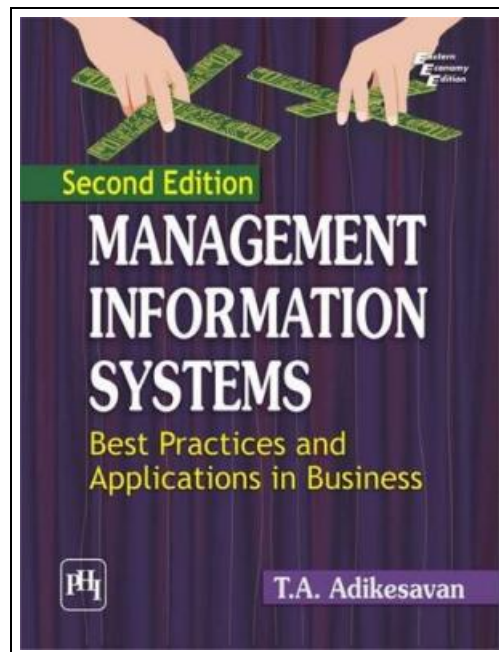


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(Prof. Herta Mann)

MANAGEMENT INFORMATION SYSTEMS: BEST PRACTICES AND APPLICATIONS IN BUSINESS (SECOND EDITION)



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PHI Learning 0. Softcover. Book Condition: New. 2nd edition. This substantially enriched second edition of the book includes evolution of IT applications in business over last five decades, to enable readers in understanding how IT offers newer solutions to modern business. It also discusses the knowledge management systems, various e-business models including e-marketing, Internet architecture and business technology management (BTM), where the focus is on strategic exploitation of IT. The unique arrangement of the contents in the book exposes the readers from the basics of IT (hardware, software and data) to all potential IT applications viz., data and transaction processing, MIS and EIS, business integration, CRM, business intelligence, decisions support systems, data warehouse and data mining, which bring tactical and strategic benefits to business. How technology benefits business, is the core of this book. The book also explains generic contributions of IT to business, enormity of business processes and management functions, what the business expects from the technology, systems audit and controls and software engineering and various techniques which lead to reliable, accurate, and secured deployment of IT applications in business. The text is highly practice oriented and is illustrated with a number of real-life examples and case studies. How IT resources are to be acquired and managed, are also discussed, in great detail. The book is designed for the postgraduate students pursuing business management and computer applications. Besides, the managers in all business verticals and functions will also find this book of immense use to them. Contents: Preface ? Acronyms/Abbreviations 1. Information Technology (IT): Leveraging Modern Business and Management 2. Decision Making in Business (Data, Information, Knowledge and Wisdom) 3. Constituents of IT Applications in Business 4. Information Technology: Tactical Applications in Business 5. Business Technology: Strategic IT Applications in Business 6. Information Technology Applications in Management Functions 7....



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