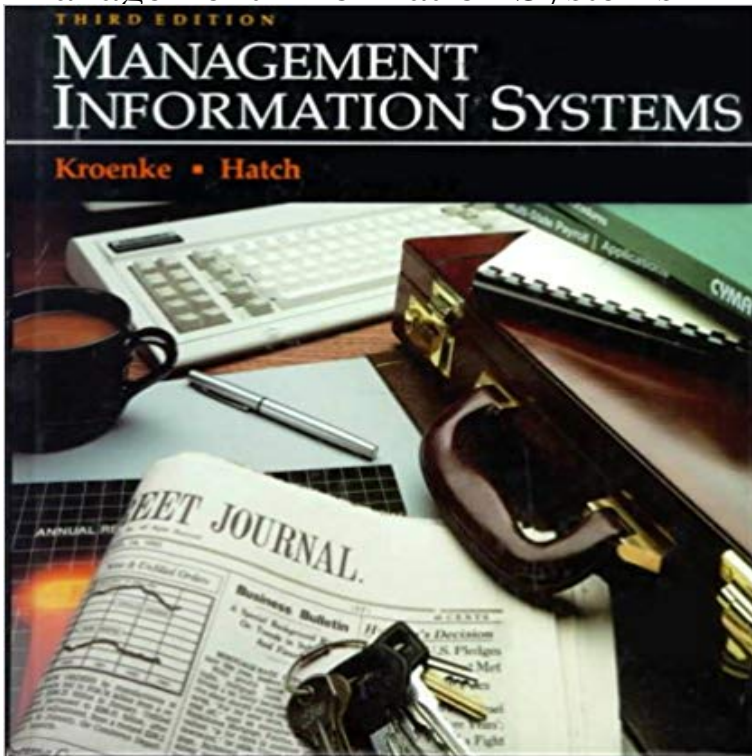


Management Information Systems



This text is about business, business people, organizations, and how to develop and use information systems effectively to meet the goals of those organizations. Kroenke starts at the students level of experience, progressing from the simple to the more complex and builds on students growing knowledge and interest. This text stresses the important role of information systems in satisfying business objectives. The text illustrates concepts with realistic examples, minicases, case applications and review material, including projects. It tells students why to use an information system, how to develop an information system, and what technology is required. The book divides Management Information Systems (MIS) topics into teachable sub-units: applications and goals, system components and systems development. It cycles through three concept areas - business need, technology, and development - to create a change of pace, provide natural breaks, and allow students time to consider the material without becoming overwhelmed. Trends in globalization of information systems, distributed systems, ethics, end-user computing, object-oriented databases, knowledge acquisition, enterprise information systems, hypermedia, prototyping, CASE, 4GLs (fourth-generation languages), and GUIs (graphical user interface) are selected. The text demonstrates the increasingly important role of information systems in satisfying business objectives.

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