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Wiley Textbook Rental lets you keep your textbook for a period of 130 days. Description. Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations ...

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Information Technology for Management, Binder Ready Version, 10th Edition by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today.

Information Technology for Management: Digital Strategies ...

Information Technology for Management: Transforming Organizations in the Digital Economy. by. Efraim Turban, Dorothy Leidner, James C. Wetherbe, Ephraim McLean, Christy Cheung (Contribution by), Daniel Tse (Contribution by), Maggie Lew (Contribution by)

Information Technology for Management. 12 Edition provides students with a comprehensive understanding of the latest technological developments in IT and the critical drivers of business performance, growth, and sustainability. Integrating feedback from IT managers and practitioners from top-level organizations worldwide, the newest edition of this well-regarded textbook features thoroughly revised content throughout to present students with a realistic, up-to-date view of IT management in the current business environment. The text offers a flexible, student-friendly presentation of the material through a pedagogy that is designed to help students with different learning styles easily comprehend and retain information. This blended learning approach combines visual, textual, and interactive content—featuring numerous real-world case studies of how businesses use IT to increase efficiency and productivity, strengthen collaboration and communication, and maximize their competitive advantage. Students learn how IT is leveraged to reshape enterprises, engage and retain customers, optimize systems and processes, manage business relationships and projects, and more.

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

This text is an unbound, binder-ready edition. Information Technology for Management by Turban, Volonino Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 9th ed continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology. The book prepares students for professional careers in a rapidly changing and competitive environment by demonstrating the connection between IT concepts and practice more clearly than any other textbook on the market today. Each chapter contains numerous case studies and real world examples illustrating how businesses increase productivity, improve efficiency, enhance communication and collaboration, and gain competitive advantages through the use of Information Technologies.

Information technology has changed how businesses operate and succeed in today's global economy. Organizations can now use IT to transform themselves and achieve a tremendous competitive advantage. Information Technology for Management: Transforming Organizations in the Digital Economy, Seventh Edition highlights how this new technology is changing the current business environment and what effect it has on today's students. The text addresses the major principles of MIS in order to prepare managers to understand the role of information technology in the digital economy. Revised and updated for a junior or senior level MIS or MBA course, this title will give students what they need to succeed in the emerging digital economy.

Information Technology for Management by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today. Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 10th Edition continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology.

Complete managerial emphasis throughout-makes this book relevant and interesting to the reader. * Up-to-date coverage. * Comprehensive coverage of e-commerce.

"Information Technology for Management" by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today. Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 10th Edition continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology.

Up-to-date coverage on how new technology is changing the way organizations operate and compete Every day, new technology influences how organizations operate and compete in the current global environment, and this updated edition of a classic provides authoritative and streamlined coverage of this evolving topic. High-profile topics are discussed, such as social networks, green IS, and business intelligence, and global examples span a wide range of subject matter. You'll explore IT governance, connectivity that blurs public and private lives, sustainability, enterprise social media, and viral and social marketing. Offers completely updated coverage on the evolving topic of the way organizations operate and compete in the current global environment Addresses issues involving social networks, green IS, and business intelligence Features real-world examples that deal with international issues Packed with real-world examples and coverage of international topics. Information Technology for Management, Eighth Edition, is critical reading for anyone involved in this field.

Introduction to Information Technology second edition is based on the fundamental premise that the major role of information technology (IT) is to support employees, regardless of their functional area (e.g. sales, marketing, accounting, HR) or level in the organization. The unique theme of "What's in IT for me/ IT's About Business" provides relevance for majors and non-majors. The text takes a hands-on approach with the popular Virtual Company, has strong coverage of e-commerce, an excellent variety and volume of examples, a strong website with real world applications and cases, and a presentation that makes the material accessible through an attractive design. The text shows IT through a global perspective and emphasizes the importance of making connections among individuals, groups and organizations. The text is ideal for undergraduate business majors with no prerequisite computer courses, and the new edition builds upon the advantages of the previous edition by further tying the text together with the online material.

Market_Desc: IT and Business Professionals Special Features: · Makes IT relevant and interesting to business professionals by following a strong managerial orientation· Provides late-breaking developments in the field to arm readers with the latest information· Offers a global perspective on how IT is transforming business· Covers technological topics in six technology guides at the end of the book· Presents a description of an actual business problem at the beginning of each chapter followed by the solution to give readers a real-world perspective About The Book: The 6th edition has been updated to simplify and streamline the concepts and information that IT professionals must know. It includes new case studies and updated business and technology to provide readers with the latest information in the field. Throughout the chapters, the authors focus on how organizations operate and compete in the digital economy. They then clearly show how IT can be utilized to assist in this transformation.