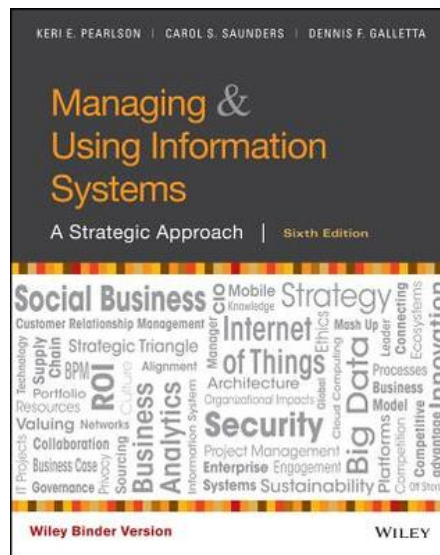




Managing and Using Information Systems: A Strategic Approach

Keri E. Pearlson , Carol S. Saunders

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Managing and Using Information Systems: A Strategic Approach , Sixth Edition , conveys the insights and knowledge MBA students need to become knowledgeable and active participants in information systems decisions. This text is written to help managers begin to form a point of view of how information systems will help, hinder, and create opportunities for their organizations. It is intended to provide a solid foundation of basic concepts relevant to using and managing information.

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