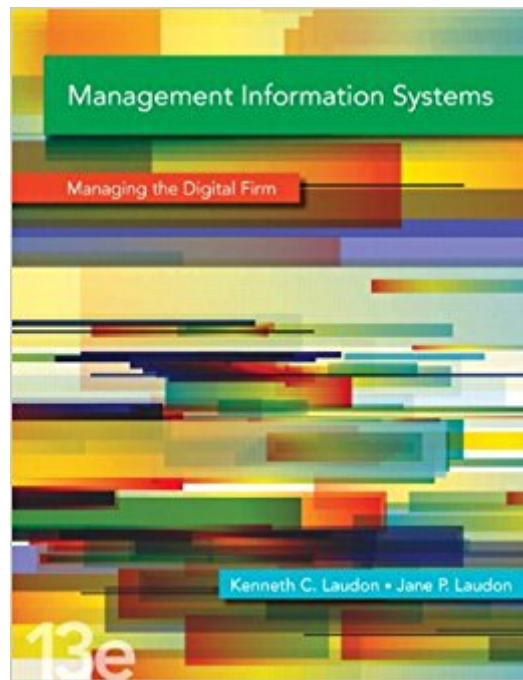


The book was found

Management Information Systems: Managing The Digital Firm, 13th Edition



Synopsis

Directed primarily toward undergraduate CIS/MIS college/university majors, this text also provides practical content to current and aspiring industry professionals. 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. Note: This is the standalone book, if you want the book/access card order the ISBN below: 0133130789 / 9780133130782 Management Information Systems Plus MyMISLab with Pearson eText -- Access Card Package Package consists of: 0133050696 / 9780133050691 Management Information 13/e 0133058328 / 9780133058321 myMISlab with Pearson eText -- Access Card -- for Management Information Systems

Book Information

Hardcover: 648 pages

Publisher: Pearson; 13th edition (January 14, 2013)

Language: English

ISBN-10: 0133050696

ISBN-13: 978-0133050691

Product Dimensions: 8.6 x 1.1 x 10.9 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars See all reviews (151 customer reviews)

Best Sellers Rank: #32,155 in Books (See Top 100 in Books) #26 in Books > Business & Money > Management & Leadership > Information Management #516 in Books > Business & Money > Processes & Infrastructure #647 in Books > Textbooks > Business & Finance

Customer Reviews

This book has a lot of issues and wasn't really helpful to me throughout the duration of my class. The authors style of writing isn't interesting to read so it's difficult to retain the information. I'd find myself losing interest while mid-paragraph, start thinking about something else, only to realize I'd finished 2-3 paragraphs and had no memory of anything I'd read. The authors are also overly wordy and use a lot of jargon words. They could easily cut out about half the content from each chapter and still retain the important information. As proof of this, I'll reference chapter 4. I was reading through it and about half way through I read something that I was certain I'd read before. I flipped back to the introduction for chapter 4 on Page 121 and sure enough, they literally copy and pasted a

paragraph from the introduction and put it in, nearly word for word, on page 137 of the same chapter. They even placed it in the middle of a paragraph and changed a word here or there to make it look like it is different information. The 2nd paragraph on the intro page starts out "So how common is online behavioral tracking?" whereas the one on page 137 starts out "So how common is web tracking?" Everything after that is copy and pasted. I have no idea how an editor didn't catch this. My guess is that changing the placement of the paragraph was one of the "changes" they made to get people to buy a new edition of the book, but they forgot to delete the spot where it was originally at. This excessive wordiness leads into problem number 2. It takes way too long to get through each chapter. The sweet spot for textbooks is about 25-45 minutes a chapter.

[Download to continue reading...](#)

Management Information Systems: Managing the Digital Firm, 13th Edition
Management Information Systems: Managing the Digital Firm (14th Edition)
Managing Risk In Information Systems (Information Systems Security & Assurance)
The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm
Information Systems Today: Managing in the Digital World (7th Edition)
Database Systems: Design, Implementation, and Management (with Premium Web Site Printed Access Card) (Management Information Systems)
Accounting Information Systems (13th Edition)
Managing Your Digital Footprint (Digital & Information Literacy (Library))
Managing Your Digital Footprint (Digital and Information Literacy)
Management Information Systems for the Information Age
Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ...
Digital Wallets, Digital Coins Book 1)
Managing The Professional Service Firm
Managing a Construction Firm on Just 24 Hours a Day
Managing and Using Information Systems: A Strategic Approach, 6th Edition
Building Enterprise Information Architectures: Reengineering Information Systems
Netiquette: A Student's Guide to Digital Etiquette (Digital & Information Literacy (Paper))
Enhancing Your Academic Digital Footprint (Digital and Information Literacy)
Understanding Digital Piracy (Digital and Information Literacy)
Digital Photography Guide: From Beginner to Intermediate: A Compilation of Important Information in Digital Photography
Digital Product Fast-Track: How to Sell Digital Products Online via Affiliate Marketing & Information Teaching Business

[Dmca](#)