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Using MIS (10th Edition)



Synopsis

For courses in MIS. Help your students master the most important business course they'll take. Technology is rapidly changing the way organizations do business, and knowledge of MIS is critical to keeping up. Comprehensive and up-to-date, *Using MIS* shows students how organizations use information systems to solve business problems every day. The tenth edition now includes new content on using virtual reality and artificial intelligence, along with 11 new Career Guides, five new Ethics Guides, and five new Security Guides. Also available with MyLab MIS. MyLab™ MIS is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

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Customer Reviews

Technology's Michelangelo Moment One of the most famous paintings in the world is The

Creation of Adam painted on the Sistine Chapel's ceiling by Michelangelo. It depicts an image of God reaching out to touch his creation, Adam. Similarly, the cover of Using MIS 10e depicts a woman wearing augmented reality glasses reaching out to touch the finger of a robot. This comparison is intended to underscore the increasing importance of digital reality devices, robotics, and emerging technology on our daily lives. Leading tech companies like Microsoft (HoloLens), Google (Magic Leap), Facebook (Oculus Rift) and Apple are investing heavily in digital reality devices. They expect these new devices to create new types of applications that change the way we live, work, shop, and play. Creativity will be key in making these new 3D holographic applications. And what about robots? Amazon started using Kiva robots in its fulfillment centers in 2012. Today its 30,000 robots have reduced operating expenses by 20 percent, reduced fulfillment times from 60 minutes down to 15 minutes, and increased inventory capacity by 50 percent. Robots are great at doing repetitive tasks, but not creative tasks like painting ceilings. Think about that when you're considering your career options. You can read more about both of these innovations in chapter 4. There is also a new running case in chapters 7-12 that looks at a startup using digital reality devices to create an exercise/entertainment application. This is not a computer book, nor is this a computer course. It's a book about using information technology to help you as a business professional. You might be an information systems major; but more likely you're a marketing, or accounting, or finance, or management, or some other business major. No matter which major, understanding how emerging technology will impact your industry will be critical to your future success.

David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington. He has led dozens of seminars for college professors on the teaching of information systems and technology; in 1991, the International Association of Information Systems named him Computer Educator of the Year. In 2009, David was named Educator of the Year by the Association of Information Technology Professionals-Education Special Interest Group (AITP-EDSIG). David worked for the U.S. Air Force and Boeing Computer Services. He was a principal in the startup of three companies, serving as the vice president of product marketing and development for the Microrim Corporation and as chief of database technologies for Wall Data, Inc. He is the father of the semantic object data model. David's consulting clients have included IBM, Microsoft, and Computer Sciences Corporations, as well as numerous smaller companies. Recently, David has focused on using information systems for teaching collaboration and teamwork. His text Database Processing was first published

in 1977 and is now in its 14th edition. He has authored and coauthored many other textbooks, including Database Concepts, 7th ed. (2015), Experiencing MIS, 7th ed. (2017), SharePoint for Students (2012), Office 365 in Business (2012), and Processes, Systems, and Information: An Introduction to MIS, 2nd ed. (2015). Randall J. Boyle received his Ph.D. in Management Information Systems from Florida State University in 2003. He also has a master's degree in Public Administration and a B.S. in Finance. He has received university teaching awards at Longwood University, the University of Utah, and the University of Alabama in Huntsville. He has taught a wide variety of classes, including Introduction to MIS, Cyber Security, Networking & Servers, System Analysis and Design, Telecommunications, Advanced Cyber Security, Decision Support Systems, and Web Servers. His research areas include deception detection in computer-mediated environments, secure information systems, the effects of IT on cognitive biases, the effects of IT on knowledge workers, and e-commerce. He has published in several academic journals and has authored several textbooks, including Experiencing MIS, 7th ed., Corporate Computer and Network Security, 4th ed., Applied Information Security, 2nd ed., and Applied Networking Labs, 2nd ed.

Have you ever wanted to read an expensive book about how to leverage corporate power in order to drive your opponents out of a market? Well now you can! Learn about such anti-competitive behaviors as "raising barriers to discourage competition" and "leveraging your business model to increase the cost of change for your customer." To note, it does say that you could "create a better product" as well, but we all know that's for suckers. Right Comcast?

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