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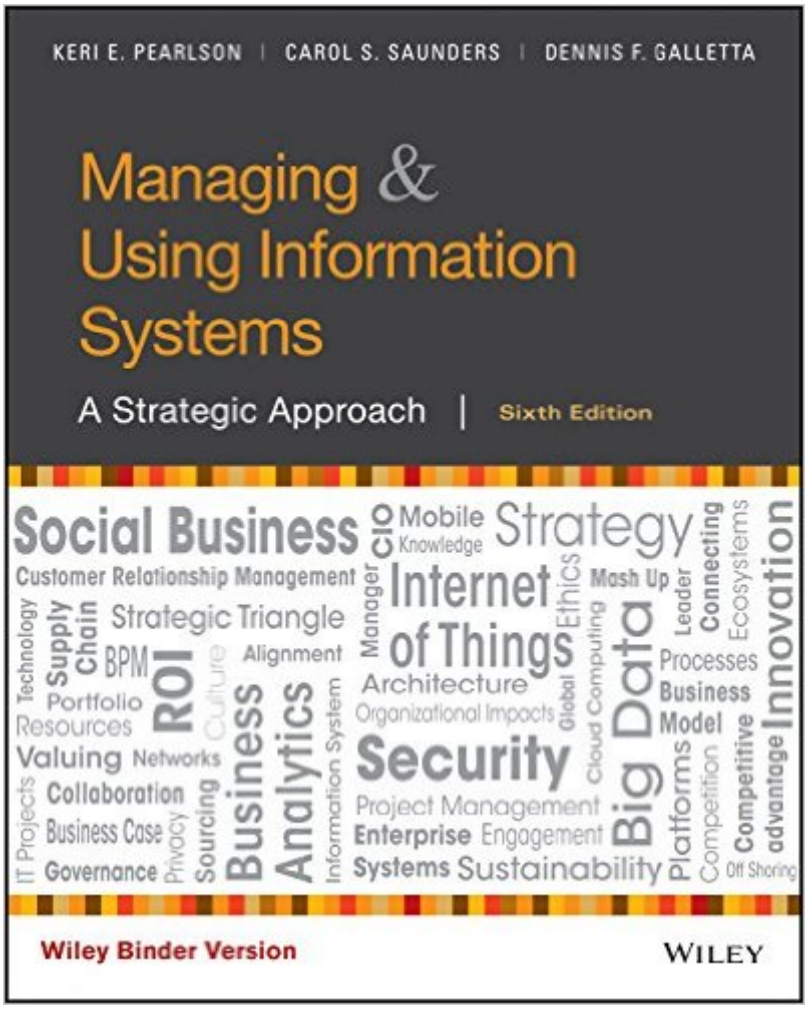
Managing And Using Information Systems: A Strategic Approach, 6th Edition



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Synopsis

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 and 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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Customer Reviews

I was a bit surprised and disappointed that "binder-ready version" is really another term for a stack of 8.5 x 11 3-ring-binder punched pieces of paper that come in plastic wrap, kind of like someone’s printing these out on a color laser printer somewhere and sending them out. Of course I read what it was in the title, so I shouldn’t have been that surprised, but it seems to me that for almost $80, they could put a little more effort into making a more durable product... this feels especially fragile, and seems like it would be difficult to keep in good condition without tearing some of the page holes, losing pages, or getting them out of order. The content of the book itself is really good, it’s pretty

interesting, has some really good examples and case studies, and it’s very up-to-date, but it seems like the lack of binding is some kind of compromise that allows them to sell it for "only" $80... how sad that this is what textbooks have come to.Addendum: I made it through the class without tearing or losing any of the pages, so I was happy with that, but at times it was a bit scary. Also, I was asked to change my star rating by someone associated with this textbook as my main complaint lies with the format rather than the content. Since this review appears for all editions of the book, including the e-book, that seemed like a fair request. Judging it by content alone, I changed the review from three to four stars, but I still feel that this format needs improvement.

This is not able to be viewed on the Kindle Cloud on a PC, only on a Mac. I guess the publishers expect us to read an IT text book on our iPhones.

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