Principles of Information Systems: A Managerial Approach

Ralph M. Stair

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Intended for the introductory information systems course for all business students, this book it presents fundamental tenets, rules and guidelines of the discipline; a survey of various aspects of the discipline; and a perspective on why this discipline represents an important business function. It presents how and why information systems should be used to meet organizational goals. It stresses an all-encompassing concept: the right information, if it is delivered to the right person, in the right fashion, and at the right time, can improve and ensure organizational effectiveness and efficiency.

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