



Information Systems Today: Managing in the Digital World

Joe Valacich and Christoph Schneider

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Today, organizations from Apple Computer to Zales Jewelers use computer-based information systems to better manage their organizations in the digital world. These organizations use information systems to provide high-quality goods and services as well as to gain or sustain competitive advantage over rivals. Our objective is to help you understand what information systems are, how they have evolved to become a vital part of modern organizations, and why this understanding is necessary for you to become an effective manager in the digital world.

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