



Management Information Systems, Third Edition

Effy Oz

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Building on his philosophy that learning how MIS concepts are applied in business enhances readers understanding and interest, Oz has revised this text to provide more current real business examples, expanded coverage of the Internet and data communications, and more end-of-chapter activities that encourage the reader to use the tools they encounter and the skills they need in business. Five part case, with accompanying case videos, provide a context to the varied problems faced by businesses every day. Optional CNN videos provide additional real-world examples for the classroom.

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