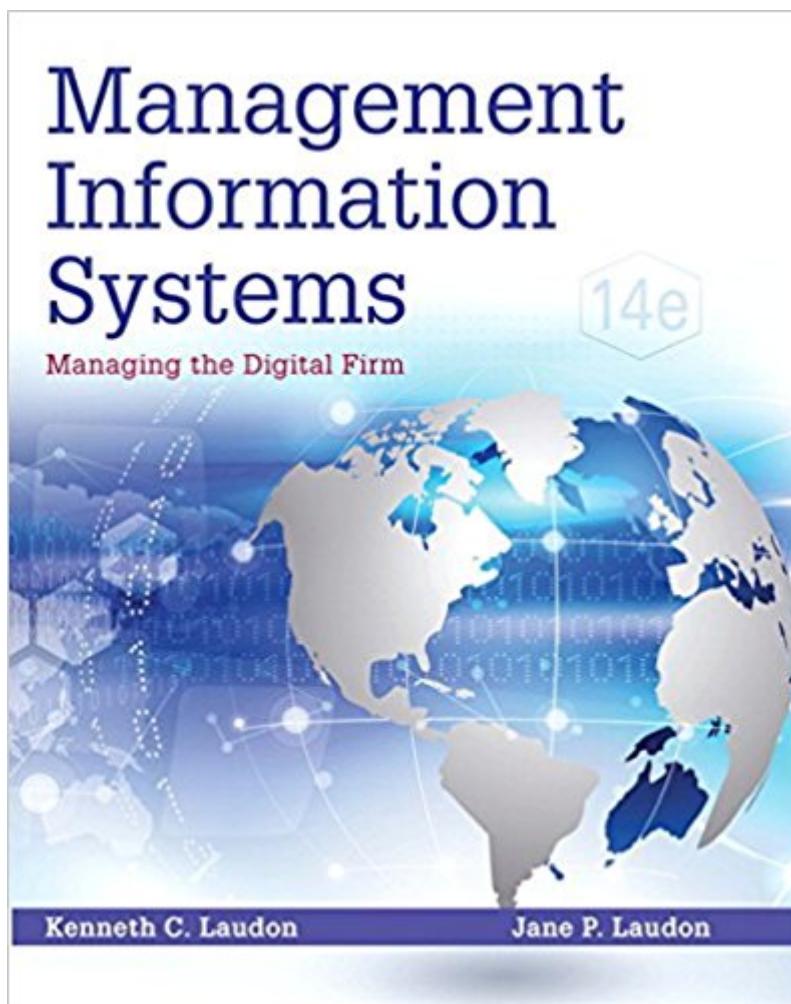**The book was found**

Management Information Systems: Managing The Digital Firm (14th Edition)

Synopsis

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For undergraduate and graduate Management Information Systems courses. Â   An in-depth exploration of how businesses successfully manage information   Â   In its Fourteenth Edition , Management Information Systems: Managing the Digital Firm continues to define courses in Management Information Systems. Designed for business school students, the text provides insight into how today's businesses leverage information technologies and systems to achieve corporate objectives. Â Providing comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making, Management Information Systems increases student engagement and enhances learning through vivid examples. In this new edition, students will find the most up-to-date, relevant information about information systems used by todayâ ™s businessesâ "capturing studentsâ ™ attention no matter their industry or vertical of interest. With the help of this text, students will build skills sought after in todayâ ™s workplace. Later on, they will be able to understand, participate in, and eventually lead management discussions and drive decisions about their firmâ ™s information systems. Also availableÂ with MyMISLab MyMISLab 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.   Â

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Customer Reviews

Kenneth C. Laudon is a Professor of Information Systems at New York University's Stern School of Business. He holds a B.A. in Economics from Stanford and a Ph.D. from Columbia University. He has authored twelve books dealing with electronic commerce, information systems, organizations, and society. Professor Laudon has also written over forty articles concerned with the social, organizational, and management impacts of information systems, privacy, ethics, and multimedia technology. Professor Laudon's current research is on the planning and management of large-scale information systems and multimedia information technology. He has received grants from the National Science Foundation to study the evolution of national information systems at the Social Security Administration, the IRS, and the FBI. Ken's research focuses on enterprise system implementation, computer-related organizational and occupational changes in large organizations, changes in management ideology, changes in public policy, and understanding productivity change in the knowledge sector. Ken Laudon has testified as an expert before the United States Congress. He has been a researcher and consultant to the Office of Technology Assessment (United States Congress), Department of Homeland Security, and to the Office of the President, several executive branch agencies, and Congressional Committees. Professor Laudon also acts as an in-house educator for several consulting firms and as a consultant on systems planning and strategy to several Fortune 500 firms. At NYU's Stern School of Business, Ken Laudon teaches courses on Managing the Digital Firm, Information Technology and Corporate Strategy, Professional Responsibility (Ethics), and Electronic Commerce and Digital Markets. Ken Laudon's hobby is sailing. Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business professionals how to design and use information systems. Jane received her Ph.D. from Columbia University, her M.A. from Harvard University, and her B.A. from Barnard College. She has taught at Columbia University and the New York University Graduate School of Business. She maintains a lifelong interest in Oriental languages and civilizations.

I think of myself as an technology savvy individual, so when my computer science class had this

book I bought it in the Kindle edition. It was still $165.00 which seemed very steep, but I enjoy reading on my iPad via the Kindle app, so thought his would be a good fit.However it really should be described as a PDF of the textbook, not a Kindle ebook. The text size cannot be changed, since it is essentially just a picture of the page. That means that on a retina iPad it is still difficult to read the page without zooming in, and eye strain and frustration sets in quickly.The only positive has been that you can search the text, however even that works fairly slowly due to the size of the file.I would recommend you buy the paper version of the book until this publisher figures out how to implement an e-textbook correctly. Or make it a heck of a lot cheaper in the Kindle version.

If you look in the top right-hand comer there is a red triangle, with a warning, this is not legible, however.Once I got the book I could read it.It does NOT have the same content as the hard cover, and was not usable for my class, as the case studies were different; instructor gave assignments for original case studies, that were on different pages, and some have just been replaced with case studies for the Indian continent.

What a fantastic book. I originally got this for a class i had to take and ended up reading it at night under the covers while my significant other slept. The twists and plot turns of Networking diagrams and network topology made me not want to put it down. The main character development was amazing. Would recommend this book to everyone. Definitely a must read.

This book was required, and for that it was perfect.The content is outdated. Not helpful for an IT class where the industry changes so quickly. Most content and case studies are from 2009, and forecasts to 2012 are frequently mentioned.It's a bad sign if this book is the basis of your class.

This review is primarily about the ebook version of this textbook.The book's content is good so far, so I have given it two stars. Nevertheless, the ebook version is awful, with the only positives being the result of the Kindle software mitigating some of the book's failures slightly. This version manages to give up most of the benefits of a physical book, with Kindle software providing the ability for markup and notes. Most of the benefits of having an ebook are restricted by the publisher. You are restricted to two installed copies, though admittedly the ebook is so useless that two copies are probably sufficient. If you thought about reading on any device smaller than a full-size (10 inch display) tablet, you will most likely be disappointed. The only situation where this ebook is reasonable to read is on a computer monitor with a decent display size. The book is locked into a

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The contents of this textbook are fine, however, the Kindle edition is a nightmare. It is only compatible with limited devices (why in the world would it not be compatible with the Cloud Reader?), and even then it is extremely locked down. For instance, I loaded it on my computer at work using Kindle for PC; I then tried to load it on my home computer, only to find that it would not allow me to do so...loading it at work was enough to meet the license limit. I then had the option of either de-registering my work computer and deleting the book from there, or...purchasing another copy for $125.00.I am a huge fan of textbooks in Kindle format, but this book is the exception...stay away from it, it is not worth the headache. This is a prime example of where I would fully support stripping of DRM (these people are fortunate I am not technical enough to figure this out!) -- I paid a more than fair price for this text, and now am highly inconvenienced as to how I can actually use it for my class.

This book has so much extra writing. I feel like the roughly 600 could be compressed into about 100 pages. There is so much common sense stuff in there. Then the first three chapters are completely pointless (200 pages), the authors start by outlining the chapter, then talk about what they outlined, then conclude, but wait that was just a foreshadow, they are really going to discuss that topic in a later chapter. I won't go into the elementary style visuals they have that add zero value (for me at least). If you have to read this for class, skim through it or you are going to waste countless hours.

I rented the ebook, and with that comes the ability to read the content on up to 2 devices. After 3 weeks, I lost that ability and was only able to read it on one device. After an hour of chatting with customer service, they said they will refund my money and I can re-rent the book so that I can read the content on 2 devices again. It seems to me that the textbook rental experience needs help. Also, I would prefer to have the ability to read it on all of my devices, or at least the three that I use all the

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