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By David Kroenke

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. 5th edition. 271 x 216 mm. Language: N/A. Brand New Book. For undergraduate Introduction to Management Information Systems courses. Flexible modules for instructors, real-world lessons for students. Help your students see why MIS is the most important course in the business school with Experiencing MIS. This modular text shows students how businesses use-and need-information systems to accomplish their goals, objectives, and competitive strategy.



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