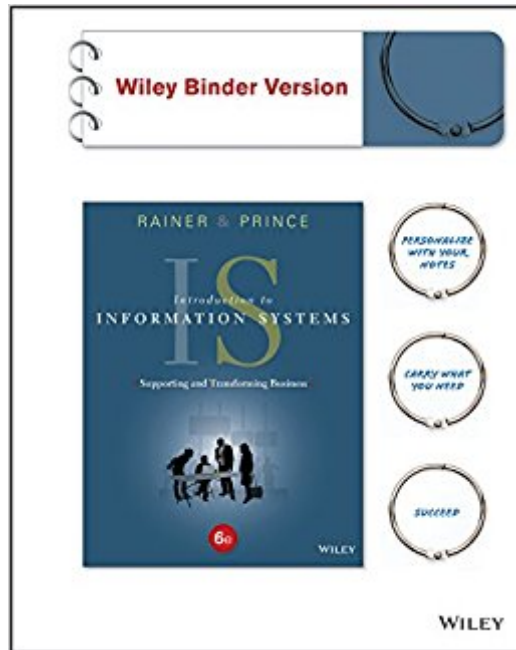




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Introduction To Information Systems, Binder Ready Version



Synopsis

The goal of *Introduction to Information Systems, Binder Ready Version, 6th Edition* is to teach all business majors, especially undergraduates, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not merely placed on learning the concepts of information technology, but rather on applying those concepts to facilitate business processes. The content concentrates on placing information systems in the context of business, so that students will more-readily grasp the concepts presented in the text. The theme of this book is *What's In IT for Me?* This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management. This text is an unbound, three hole punched version.

Book Information

Loose Leaf: 504 pages

Publisher: Wiley; 6 edition (October 5, 2015)

Language: English

ISBN-10: 1119108004

ISBN-13: 978-1119108009

Product Dimensions: 8 x 0.6 x 9.9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 43 customer reviews

Best Sellers Rank: #12,608 in Books (See Top 100 in Books) #25 in *Books > Business & Money > Management & Leadership > Information Management* #176 in *Books > Textbooks > Computer Science* #252 in *Books > Business & Money > Processes & Infrastructure*

Customer Reviews

Have to agree with prior reviewer textbooks are a ripoff and a racket. Only healthcare industry can match the textbook cartel. Why review how well written or how good the content, you have to buy it regardless. Over a hundred dollars for a book without binder which will be worthless in less than a year. To add insult to injury some professors require you to buy their books! Technology should have dropped textbooks cost dramatically.

The quality of the pages is absolutely awful. The paper is very thin and the hole punches are very close to the edge. The pages rip out incredibly easily, I have multiple pages that fell out with almost no effort. It is nothing short of insulting to charge over \$100 for this. There is zero attempt at paper or hole punch quality, and I doubt they even care what these reviews say about it. We will all just continue to get screwed over by companies like Wiley

I hate loose leaf books, but what can you do when it's required? The pages keep ripping out of the binder. :-/

The book was purchased in conjunction with taking a college business course. The book is excellent for this purpose and for those wishing to study the topic but it is not a casual read. It is strong on information and communications technology in business that support the enormous changes in this area over the past few decades. It is not so strong on database and other program usage, etc., and I found recommended supplemental readings (from articles older than the date of publication of the book) helpful in studying this area so it is perhaps better as part of an organized course than for self-study.

For a \$120 book, I expect it to be at least bound. How much profit does a company need in order to have enough? College students have it hard enough as it is. In addition to having to pay \$120 I have to go get another binder just to house this book. How much does it really cost to bind a book? It's funny that they can charge a high price because students have no choice but to get the book. Not only that, the side of the pages aren't even laminated so the slightest tug or you turn the page too hard and the page gets ripped off. They say it's convenient for the student because they can just lug whatever chapter they are studying but it's really just for cost saving and profit. I would give this a 0 star if I could. Companies are making absurd profits from the demographic that is having a very hard time as it is. Even then, they skimp on their products. They don't care about the students they only care about the profits.

Go out and get some fresh air. Put down the dry computer material. Do it now!

Needs to say that the registration code is not included!! I would not have purchased it had I known that.

This is a previous version which is great to use to gain an understanding of the technology issues faced by companies today as they seek to improve their technological systems as a method of providing better customer service as well as improving upon the products offered to their customers. Great book. There are a number of really great examples listed in the book.

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