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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 ...

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Management information systems : managing the digital firm by Laudon, Kenneth C; Laudon, Jane Price. Publication date 2006 Topics Management-Informationssystem, USA, Betriebliches Informationssystem, Management information systems, Managementinformationssystem, SWD-ID: 40745181

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Appropriate for both undergraduate and MBA students, this textbook examines the role of information systems in business and management. The authors describe the organizational and technical foundations of information systems, decision support systems, and the process of redesigning an organization. The fifth edition is reorganized to focus on the use of the internet to digitally enable business processes. Annotation copyrighted by Book News, Inc., Portland, OR

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