



Strategic Management and Information Systems

By Wendy Robson

Pearson Education, 1997. Broschiert. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Every degree programme in business information systems and technology (and the great majority of the fastexpanding conversion MSc programmes in IT for business) includes a course on the strategic issues surrounding information systems. This new edition of an established text meets the need for an accessible and practical text for students studying this subject for the first time. It supports the increasingly wide skills profile expected of business and information systems graduates and postgraduates, by adopting a toolbox approach to techniques and their application, and overall it creates a base from which effective consideration can be given to more complex concepts. 575 pp. Englisch.



Reviews

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