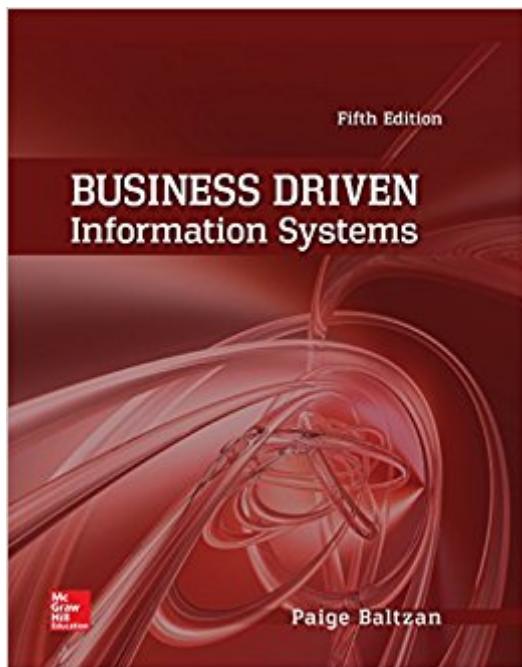The book was found

Business Driven Information Systems

Synopsis

Business Driven Initiatives first; Technology second Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

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Customer Reviews

Amy Phillips is a professor in the Department of Information Technology and Electronic Commerce in the Daniels College of Business at the University of Denver. Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of Business at the University of Denver. She holds a B.S.B.A. specializing in Accounting/MIS from Bowling Green State University and an M.B.A. specializing in MIS from the University of Denver. Paige also teaches online at Strayer University. She is the co-author of several books, including Business Driven Technology, Essentials of Business Driven Information Systems, I-Series, and a contributor to Management Information Systems for the Information Age. Before joining the Daniels

College faculty in 1999, Paige spent several years working for a large telecommunications company and an international consulting firm where she participated in client engagements in the United States, as well as South America and Europe. Paige lives in Lakewood, Colorado, with her husband, Tony, and daughters, Hannah and Sophie.

I'm using this textbook for a class currently, and so far I like it content-wise. However, if you order the Kindle version, you need to realize that this is basically just a straight digital copy of the book. The text cannot be resized and reflowed like it would with a normal eBook, and you are stick with big margins eating up your screen space unless you manually zoom on each page. In addition, many of the graphics, sidebar notes, and what one of my teachers used to refer to as "Gee Whiz" info boxes tend to break up the text, and you will find yourself panning around and flipping pages back and forth as a result.So, I'm knocking it down a star due to the lazy conversion. I have seen eBooks that were simpler and allowed text formatting customization, and I've also seen eBooks that were more complicated, but designed to better take advantage of the interactive format of the tablet, with scroll-able subsections or internal shortcuts to hop back and forth to different sections. If the publishers want to really take advantage of the eBook format, they'll be able to produce some quality products.

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Clear and concise. The book was in excellent shape.

Outdated. But still worked for my classes

Painful to read. The case studies are very difficult to understand - not because they are complex, but because they provide incomplete information and are incoherent.

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