



M: Information Systems

Paige Baltzan, Amy Phillips

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The visual impact of the magazine format will win students over quickly. They'll love the price. And the fascinating, sometimes hard-to-believe real examples will keep them reading. Baltzan and Phillips approach discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student's level, and applies them using a hands-on approach to reinforce the concepts. **M: Information Systems** provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. **M: Information Systems** is designed to give students the ability to understand how information technology can be a point of strength in an organization.

The story behind M:

We have heard over and over again that the modern learner has a completely new and different set of needs from a learning package. These new 'digital natives' have developed cognitive thinking patterns that are different from those of earlier generations of students. It's important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. **M: Information Systems** accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the **visual and technology component** of the product offering (Connect Interactives), while the text remains a (important) supporting tool for their learning in the course. Students today are used to **active learning experiences** which is what **M: Information Systems** provides. The book in combination with the Interactives in Connect MIS provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to **feedback and 'payoff'** - Connect MIS provides these interactive rewards for learning the course content. For instructors opting not to adopt Connect MIS, **M: Information Systems** will still appeal to this generation of students looking for a quick read and insight that is also entertaining.

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Linda Monge:

A lot of people always spent their particular free time to vacation as well as go to the outside with them family members or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that's look different you can read a new book. It is really fun for you personally. If you enjoy the book which you read you can spent all day long to reading a e-book. The book M: Information Systems it doesn't matter what good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. When you did not have enough space to develop this book you can buy the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not to fund but this book possesses high quality.

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Playing with family in a park, coming to see the ocean world or hanging out with buddies is thing that usually you may have done when you have spare time, and then why you don't try matter that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love M: Information Systems, it is possible to enjoy both. It is excellent combination right, you still wish to miss it? What kind of hangout type is it? Oh seriously its mind hangout fellas. What? Still don't have it, oh come on its known as reading friends.

Santiago Johnson:

This M: Information Systems is great publication for you because the content that is certainly full of information for you who always deal with world and still have to make decision every minute. That book reveal it information accurately using great organize word or we can say no rambling sentences within it. So if you are read this hurriedly you can have whole data in it. Doesn't mean it only offers you straight forward sentences but difficult core information with lovely delivering sentences. Having M: Information Systems in your hand like keeping the world in your arm, data in it is not ridiculous 1. We can say that no book that offer you world inside ten or fifteen small right but this reserve already do that. So , this can be good reading

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