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# M: Information Systems



## Synopsis

â€¢Baltzan; M: Information Systems is a visual, magazine format designed to engage your students from the start! Saturated with fascinating, sometimes hard-to-believe real examples will keep them reading throughout the course. Baltzanâ€™s 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 studentâ€™s level, and applies them using a hands-on approach to reinforce the concepts. A derivative of the Baltzan; Business Driven Technology version, this 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.

## Book Information

Paperback: 272 pages

Publisher: McGraw-Hill Education; 3 edition (January 10, 2014)

Language: English

ISBN-10: 0073376914

ISBN-13: 978-0073376912

Product Dimensions: 8.9 x 0.3 x 10.8 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 3.4 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #81,047 in Books (See Top 100 in Books)  #42 inÂ Books > Computers & Technology > Business Technology > Management Information Systems  #77 inÂ Books > Textbooks > Computer Science > Database Storage & Design  #174 inÂ Books > Computers & Technology > Databases & Big Data

## Customer Reviews

Unimpressive. I had to use this for a class, or I wouldn't have spent the money. The exterior looks like a magazine or journal, making the casual observer think that the content is similarly up-to-date. For example, the chapter on data spends a couple pages vaguely describing the benefits a business may derive from relational database technology, such as scalability and performance, and

gives an example of a website that received, on average, 7 million hits per day in its first year of operation. Admittedly, this is a business-oriented text, so my expectations for technical details were already low. But there was no similar discussion, not even a paragraph, of non-relational database technology, which is by no means new, but is used on sites doing more traffic per hour as the listed example got in a day. Facebook, Salesforce.com, eBay, Google, etc. -- why not spend a page talking about the information technology they find vital. Worse, the listed source for this information was the homepage of a news & commentary website, and a search on that site turned up nothing related to the claims made in the text. Another frustration is that the author's unjustified biases sit alongside actual information with no clear distinction. The discussion of the systems development lifecycle explains the waterfall methodology in depth, closing with "[it] no longer serves as an adequate systems development methodology in most cases" and touts agile methodology as an alternative. But then the text sweeps through RAD, XP, RUP, and scrum with no case studies or examples showing actual improvement, and fails entirely to mention problems that organizations have had either during the transition to agile methods or after some time using them.

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