Introduction to Information Systems: Enabling and Transforming Business

R. Kelly Rainer, Casey G. Cegielski

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The goal of Rainer, Intro IS 4e, is to teach all business majors, especially undergraduate ones, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students to become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not on merely learning the concepts of IT but rather on applying those concepts to facilitate business processes. Rainer concentrates on placing information systems in the context of business, so that students will more readily grasp the concepts presented in the text.

The theme of this book is What's In IT for Me? This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management.

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