

Business Information Systems: Technology, Development and Management for the E-Business (4th Edition)

Paul Bocij, Andrew Greasley, Simon Hickie



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A comprehensive introduction to the technology, development and management of business information systems. The book assumes no prior knowledge of IS or IT, so that new concepts and terms are defined as clearly as possible, with explanations in the text, and definitions at the margin. In this fast-moving area, the book covers both the crucial underpinnings of the subject as well as the most recent business and technology applications.

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