Business Intelligence: A Managerial Approach
Edition 4

Sharda / Delen / Turban / King

Binding Paperback | **Page Count** 512

For courses on business intelligence or decision support systems

Business Intelligence provides a managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of business intelligence that is reinforced with hands-on practice.

Table of Contents

Chapter 1 An Overview of Business Intelligence, Analytics, and Data Science
Chapter 2 Descriptive Analytics I: Nature of Data, Statistical Modeling, and Visualization
Chapter 3 Descriptive Analytics II: Business Intelligence and Data Warehousing
Chapter 4 Predictive Analytics I: Data Mining Process, Methods, and Algorithms
Chapter 5 Predictive Analytics II: Text, Web, and Social Media
Chapter 6 Prescriptive Analytics: Optimization and Simulation
Chapter 7 Big Data Concepts and Tools
Chapter 8 Future Trends, Privacy and Managerial Considerations in Analytics

ISBN 9781292220543 | **PUB Date** 8/13/2017

Using MIS
Edition 10

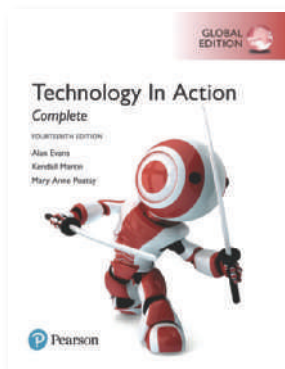**Kroenke / Boyle**

Binding Paperback | **Page Count** 600

For courses in MIS

Technology is rapidly changing the way organizations do business; and knowledge of MIS is critical to keeping up. Comprehensive and up-to-date, Using MIS shows students how organizations use information systems to solve business problems every day. The 10th Edition now includes new content on using virtual reality and artificial intelligence, along with 11 new Career Guides, five new Ethics Guides, and five new Security Guides.

Table of Contents

I. Why MIS?
1. The Importance of MIS
2. Collaboration Information Systems
3. Strategy and Information Systems
II. Information Technology
4. Hardware, Software, and Mobile Systems
5. Database Processing
6. The Cloud
III. Using IS for Competitive Advantage
7. Processes, Organizations, and Information Systems
8. Social Media Information Systems
9. Business Intelligence Systems
IV. Information Systems Management
10. Information Systems Security
11. Information Systems Management
12. Information Systems Development
The International Dimension
Application Exercises

ISBN 9781292222509 | **PUB Date** 8/16/2017

The full catalogue and instructor resources are available online
catalogue.pearsoned.co.uk/educator/catalog

Technology In Action Complete, Global Edition
Edition 14
Evans / Martin / Poatsy

**Binding** Paper Bound with Access Card | **Page Count** 648

For introductory courses in computer concepts, digital literacy, or computer literacy, often including instruction in Microsoft Office

This book offers a learning system that pushes the envelope of what is possible in technology, and what is helpful in teaching. Although students are more comfortable with the digital environment than ever, their knowledge of the devices they use every day is still limited. The authors focus on tasks that students can accomplish with their devices, and skills they can apply immediately in the workplace, the classroom, and at home. This book fits the way students are learning today.

Table of Contents

1. Using Technology to Change the World
2. Looking at Computers: Understanding the Parts
3. Using the Internet: Making the Most of the Web's Resources
4. Application Software: Programs That Let You Work and Play
5. System Software: The Operating System, Utility Programs, and File Management
6. Understanding and Assessing Hardware: Evaluating Your System
7. Networking: Connecting Computing Devices
8. Managing a Digital Lifestyle: Media and Ethics
9. Securing Your System: Protecting Your Digital Data and Devices
10. Behind the Scenes: Software Programming
11. Behind the Scenes: Databases and Information Systems
12. Behind the Scenes: Networking and Security in the Business World
13. Behind the Scenes: How the Internet Works
Appendix A. The History of the Personal Computer
Appendix B. Careers in IT

ISBN 9781292236902 | **PUB Date** 4/1/2018
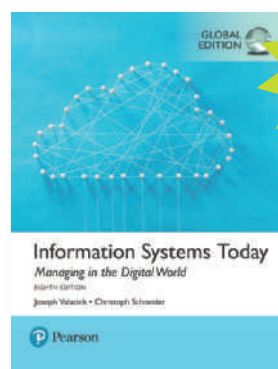
Information Systems Today: Managing the Digital World
Edition 8
Valacich / Schneider

MyLab MIS available

Binding Paperback | **Page Count** 560

For undergraduate courses in management information systems

Information Systems Today: Managing in a Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. The authors selected cases that highlight real-world companies, technologies, and issues that illuminate the chapter topics.

Aligning major concepts with the latest trends, the 8th Edition explores how the rise of mobile computing, cloud computing, social media, the Internet of Things, and Big Data affect information systems. Valacich and Schneider continue to use real-world examples to further illustrate key points and help students retain valuable insights

Table of Contents

1. Managing in the Digital World
2. Gaining Competitive Advantage Through Information Systems
3. Managing the Information Systems Infrastructure and Services
4. Enabling Business-to-Consumer Electronic Commerce
5. Enhancing Organizational Communication and Collaboration Using Social Media
6. Enhancing Business Intelligence Using Big Data and Analytics
7. Enhancing Business Processes Using Enterprise Information Systems
8. Strengthening Business-to-Business Relationships via Supply Chain and Customer Relationship Management
9. Developing and Acquiring Information Systems
10. Securing Information Systems
Technology Briefing Foundations of Information Systems Infrastructure

ISBN 9781292215976 | **PUB Date** 7/25/2017

Essentials of MIS
Edition 12

Laudon / Laudon

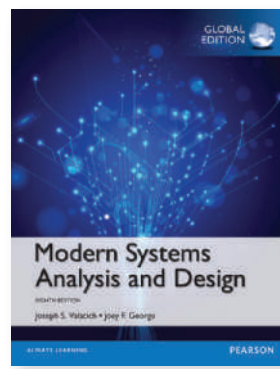**Binding** Paperback | **Page Count** 528

For introductory courses in information systems or management information systems

Essentials of MIS takes an in-depth look at how today's businesses use information technologies and systems to achieve corporate objectives. Current real-world businesscases illustrate how companies have identified and ultimately solved key business challenges using information systems and technologies. The book consists of twelve chapters with hands-on projects (including video case studies and instructional video packages) covering the most essential topics in MIS. The 12th Edition is authoritative, but is now more customizable, flexible, and geared to meeting the needs of different instructors, with many of its learning tools now available in digital form.

Table of Contents

1. Business Information Systems in Your Career
2. Global E-Business and Collaboration
3. Achieving Competitive Advantage with Information Systems
4. Ethical and Social Issues in Information Systems
5. IT Infrastructure: Hardware and Software
6. Foundations of Business Intelligence: Databases and Information Management
7. Telecommunications, the Internet, and Wireless Technology
8. Securing Information Systems
9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
10. E-Commerce: Digital Markets, Digital Goods
11. Improving Decision Making and Managing Knowledge
12. Building Information Systems and Managing Projects

ISBN 9781292153773 | **PUB Date** 4/1/2018

Modern Systems Analysis and Design
Edition 8

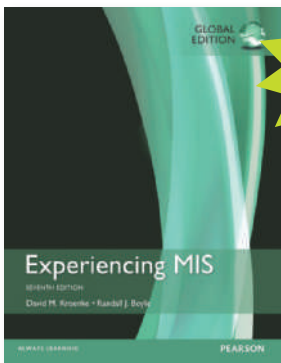**Valacich / George**

Binding Paperback | **Page Count** 544

For structured systems analysis and design courses

Using a professionally oriented approach, Modern Systems Analysis and Design covers the concepts, skills, and techniques essential for systems analysts to successfully develop information systems. The 8th Edition examines the role, responsibilities, and mindset of systems analysts and project managers. It also looks at the methods and principles of systems development, including the systems development life cycle (SDLC) tool as a strong conceptual and systematic framework.

Table of Contents

I. FOUNDATIONS FOR SYSTEMS DEVELOPMENT
1. The Systems Development Environment
2. The Origins of Software
3. Managing the Information Systems Project
Appendix. Object-Oriented Analysis and Design
II. PLANNING
4. Identifying and Selecting Systems Development Projects
5. Initiating and Planning Systems Development Projects
III. ANALYSIS
6. Determining System Requirements
7. Structuring System Process Requirements Appendix
Appendix 7A. Object-Oriented Analysis and Design: Use Cases Appendix
Appendix 7B. Object-Oriented Analysis and Design: Activity Diagrams Appendix
Appendix 7C. Object-Oriented Analysis and Design: Sequence Diagrams Appendix
Appendix 7D. Business Process Modeling
8. Structuring System Data Requirements
Appendix. Object-Oriented Analysis and Design: Object Modeling– Class Diagrams
IV. DESIGN
9. Designing Databases
10. Designing Forms and Reports
11. Designing Interfaces and Dialogues
12. Designing Distributed and Internet Systems
V. IMPLEMENTATION AND MAINTENANCE
13. System Implementation
14. Maintaining Information Systems

ISBN 9781292154145 | **PUB Date** 4/2/2018

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The full catalogue and instructor resources are available online
catalogue.pearsoned.co.uk/educator/catalog

Experiencing MIS
Edition 7

Kroenke

Binding Paperback | **Page Count** 720

For undergraduate introductory management information systems courses

ISBN 9781292163574 | **PUB Date** 4/1/2018

E-Commerce 2017
Edition 13

Laudon / Traver
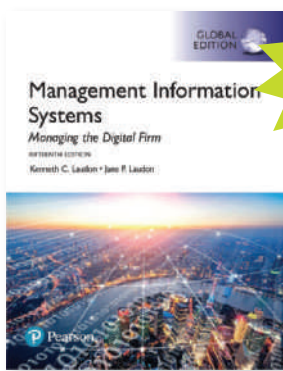
Binding Paperback | **Page Count** 912

Understanding the vast end expanding field of e-commerce.

Laudon's E-commerce 2017: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. The 13th Edition has new case studies and updated existing ones to match developments in the e-commerce field in today's tech world. An additional video case for each chapter makes the material even more accessible to students as they prepare for their future roles in business.

ISBN 9781292211688 | **PUB Date** 7/25/2017

Management Information Systems: Managing the Digital Firm
Edition 15
Laudon / Laudon

Binding Paperback | **Page Count** 656

For undergraduate and graduate management information systems courses

Management Information Systems: Managing the Digital Firm provides insight into how today's businesses leverage information technologies and systems to achieve corporate objectives. Providing comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making, Management Information Systems increases student engagement and enhances learning through vivid examples.

In the 15th Edition, the most up-to-date, relevant information about information systems used by today's businesses will capture students' attention no matter their industry or vertical of interest. With the help of this text, students will build skills sought after in today's workplace.

Table of Contents

I. Organizations, Management, and the Networked Enterprise
1. Information Systems in Global Business Today
2. Global E-business and Collaboration
3. Information Systems, Organizations, and Strategy
4. Ethical and Social Issues in Information Systems
II. Information Technology Infrastructure
5. IT Infrastructure and Emerging Technologies
6. Foundations of Business Intelligence: Databases and Information Management
7. Telecommunications, the Internet, and Wireless Technology
8. Securing Information Systems
III. Key System Applications for the Digital Age
9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
10. E-commerce: Digital Markets, Digital Goods
11. Managing Knowledge
12. Enhancing Decision Making
13. Building Information Systems
14. Managing Projects
15. Managing Global Systems

ISBN 9781292211756 | **PUB Date** 3/19/2017

Modern Database Management
Edition 13
Hoffer / Venkataraman / Topi

Binding Paperback | **Page Count**

Provide the latest information in database development. Focusing on what leading database practitioners say are the most important aspects to database development, Modern Database Management presents sound pedagogy, and topics that are critical for the practical success of database professionals. The 13th Edition further facilitates learning with illustrations that clarify important concepts and new media resources that make some of the more challenging material more engaging. Also included are general updates and expanded material in the areas undergoing rapid change due to improved managerial practices, database design tools and methodologies, and database technology.

Table of Contents

I. The Context of Database Management
1. The Database Environment and Development Process
II. Database Analysis and Logical Design
2. Modeling Data in the Organization
3. The Enhanced E-R Model
4. Logical Database Design and the Relational Model
III. Database Implementation and Use
5. Introduction to SQL
6. Advanced SQL
7. Databases in Applications
8. Physical Database Design and Database Infrastructure
IV. Advanced Database Topics
9. Data Warehousing and Data Integration
10. Big Data Technologies
11. Analytics and Its Implications
12. Data and Database Administration with Focus on Data Quality
Online Chapters
13. Distributed Databases
14. Object-Oriented Data Modeling
Appendix A. Data Modeling Tools and Notation
Appendix B. Advanced Normal Forms
Appendix C. Data Structures

ISBN 9781292263359 | **PUB Date** 5/14/2018

The full catalogue and instructor resources are available online
catalogue.pearsoned.co.uk/educator/catalog