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Analytics, Data Science & Artificial Intelligence: Systems for Decision Support
Edition 11
Ramesh Sharda

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Pearson
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Short description
For courses in decision support systems, computerized decision-making tools and management support systems. Analytics, Data Science & Artificial Intelligence: Systems for Decision Support is the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques and software used to design and develop these systems. Students gain inspiration from examples of organizations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11e marks a major reorganization reflecting a new focus

Discipline/Subject
IT / MIS

Author bio
Ramesh Sharda MBA, PhD, University of Wisconsin—Madison is Vice Dean for Research & Graduate Programs, Watson/ConocoPhillips Chair & Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University
Short description
For courses in database management. Database Concepts offers students practical help creating and managing small databases from two of the world’s leading database authorities. The text focuses on database concepts, rather than features and functions of a particular product, making it flexible enough to work with the instructor’s preferred software. Data sets for three sample databases run throughout portions of the text so students can practice working with complete databases. Three running projects challenge learners to apply concepts and techniques to real business situations. In the 9e, Microsoft Office 2019 and particularly Microsoft Access 2019, is now the basic software used and is shown running on Microsoft Windows 10.

Discipline/Subject
IT / MIS

Author bio
David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington.
Short description
This print textbook is available for students to rent. For undergraduate database management courses. Database Processing: Fundamentals, Design, and Implementation 16e, is a thorough and modern look at database processing fundamentals that's designed to get students straight to the point. The 16e refines the organization and content of this classic textbook to reflect a new teaching and professional workplace environment. It also addresses the latest software and expands upon new and emerging developments in the database processing field.

Discipline/Subject
IT / MIS

Author bio
David M. Kroenke has more than 50 years of experience in the computer industry
Short description
This print textbook is available for students to rent. For courses in e-commerce. The most up-to-date, comprehensive overview of e-commerce today. Lively and fun to read, E-commerce 2021: Business, Technology and Society is an in-depth, thought-provoking introduction to e-commerce focusing on key concepts and the latest empirical and financial data. Hundreds of examples from companies such as Facebook®, Google®, Twitter®, Amazon®, WhatsApp® and Snapchat® illustrate how e-commerce is altering business practices and driving shifts in the global economy. The entire edition has been updated through October 2020 and includes up-to-date coverage of privacy and piracy, government surveillance, cyberwar, fintech, social local-mobile marketing, internet sales taxes, and intellectual property.

Discipline/Subject
IT / MIS

Author bio
Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University.
Short description
For introductory courses in IS and MIS. Mastering an essential business course. Engaging and comprehensive, Using MIS helps students understand all the ways information systems are transforming the businesses of today and tomorrow. Its query-based format and creative learning aids challenge students to consider how they can anticipate and participate in that transformation. The 11e reflects key technological advancements and their impact on business strategy, including artificial intelligence, machine learning, and cloud-based services. New guides, exercises, and topical content keep the text current with rapid shifts in MIS and its applications.

Discipline/Subject
IT / MIS

Author bio
David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington.
Short description
This print textbook is available for students to rent. For introductory courses in MIS. Experiencing MIS illustrates how organizations use information systems to solve business problems every day. Technology is fundamentally changing the way organizations operate, enabling them to be more productive, innovative and adaptable. Graduates need to know how to apply emerging technologies to better achieve their organizations’ strategies. This modular text uses illustrative cases, exercises, projects and other aids to connect concepts to everyday life. The 9e takes into account recent major technological advances, including self-driving cars, smart devices, virtual reality & data breaches. These developments are reflected in new case studies, updated statistics and refreshed chapter content.

Discipline/Subject
IT / MIS

Author bio
David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington.
Using MIS [RENTAL EDITION]
Edition 12
David Kroenke

Rights sold
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Pearson
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Short description
For introductory courses in IS and MIS. Mastering an essential business course. Engaging and comprehensive, Using MIS helps you understand all the ways information systems are transforming the businesses of today and tomorrow. Its query-based format and creative learning aids challenge you to consider how you can anticipate and participate in that transformation. The 12e reflects key technological advancements and their impact on business strategy, including new sections on low-code systems, intelligent automation, autonomous vehicles, drones, 5G, cryptojacking and more. New guides, exercises and topical content keep the text current with rapid shifts in MIS and its applications.

Discipline/Subject
IT / MIS

Author bio
David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington
Short description
For introductory courses in IS & MIS. Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems used by business firms today, while drawing connections between MIS and business performance. The Laudons are known for their outstanding real-world case studies, which describe how well-known companies use IT to solve problems and achieve business objectives. Students develop sought-after skills, such as leading IS-related management discussions and using IT to meet bottom-line results. This edition features all-new Interactive Sessions, new Video Cases and a new Career Opportunities section building practical job-seeking skills.

Discipline/Subject
IT / MIS
Short description
This print textbook is available for students to rent. For introductory courses in Information Systems or Management Information Systems. Essentials of MIS is an in-depth look at how today's businesses use information technologies and systems to achieve their corporate objectives. Current real-world business cases illustrate how companies have identified and ultimately solved, key business challenges using information systems and technologies. Through the use of Essentials of MIS, students will be able to participate in and even lead, management discussions of information systems for a firm.

Discipline/Subject
IT / MIS

Author bio
Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University.
Short description
This print textbook is available for you to rent. For introductory courses in IS & MIS. Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems used by business firms today, while drawing connections between MIS and business performance. The Laudons are known for their outstanding real-world case studies, which describe how well-known companies use IT to solve problems and achieve business objectives. Students develop sought-after skills, such as leading IS-related management discussions and using IT to meet bottom-line results. This edition features all-new Interactive Sessions, new Video Cases and a new Career Opportunities

Discipline/Subject
IT / MIS

Author bio
Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University
Short description
For courses in structured systems analysis and design. Prioritizing the practical over the technical, Modern Systems Analysis and Design presents the concepts, skills, methodologies, techniques, tools and perspectives essential for systems analysts to develop information systems. The authors assume students have taken an introductory course on computer systems and have experience designing programs in at least one programming language. By drawing on the systems development life cycle, the authors provide a conceptual and systematic framework while progressing through topics logically. The 9e has been completely revised to adapt to the changing environment for systems development.

Discipline/Subject
IT / MIS

Author bio
Joseph S. Valacich is an Eller professor of management information systems in the Eller College of Management at the University of Arizona.