



Pearson Education Higher
Education International
Catalogue:
London 2022
IT

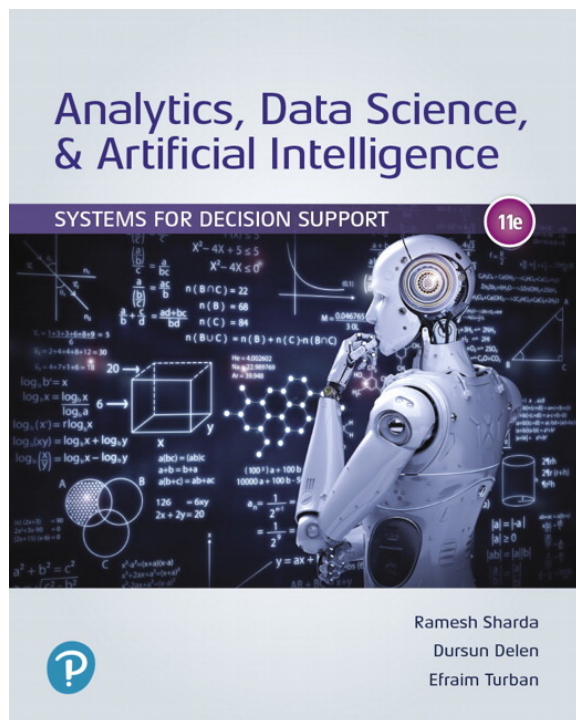
Analytics, Data Science & Artificial Intelligence: Systems for Decision Support

Edition 11

Ramesh Sharda



Pearson



Rights sold Chinese Simplified

9780135192016

Previous edition 9780133050905

Publication date 11-02-2019

Pearson

Pages 832

RRP \$209.99

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

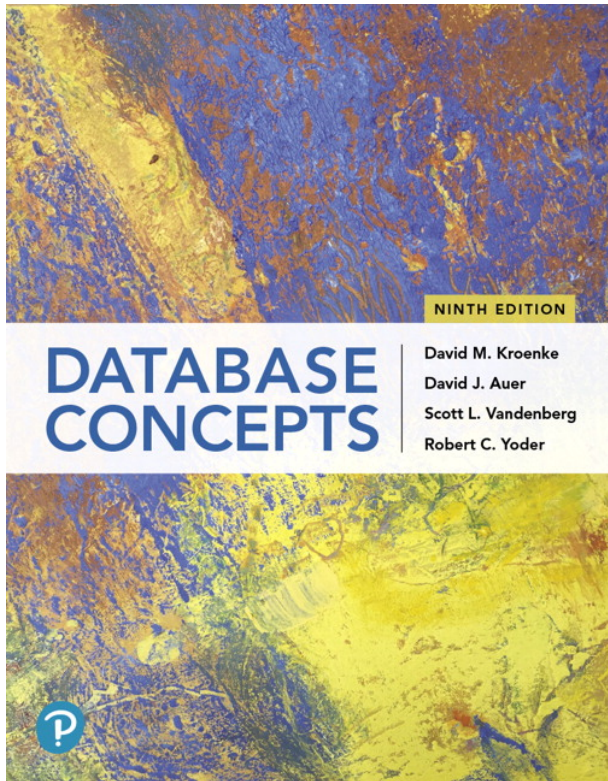
Database Concepts

Edition 9

David Kroenke



Pearson



Rights sold Chinese Simplified

9780135188149

Previous edition 9780134601533

Publication date 23-04-2019

Pearson

Pages 552

RRP \$104.99

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

Database Processing: Fundamentals, Design, and Implementation [RENTAL EDITION]

Edition 16

David Kroenke



Pearson

Pearson RENTAL EDITION

Save money up front. Want to keep it at the end of the term? That's an option too.

Rights sold Chinese Simplified

9780136930174

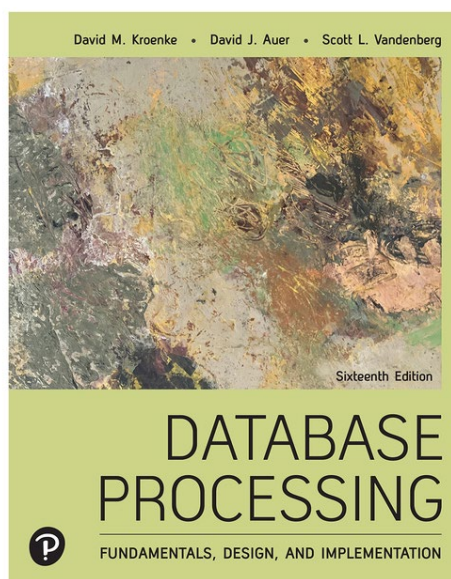
Previous edition

Publication date 04-01-2021

Pearson

Pages 768

RRP \$74.99



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

E-Commerce 2021: Business, Technology, and Society

[RENTAL EDITION]

Edition 16

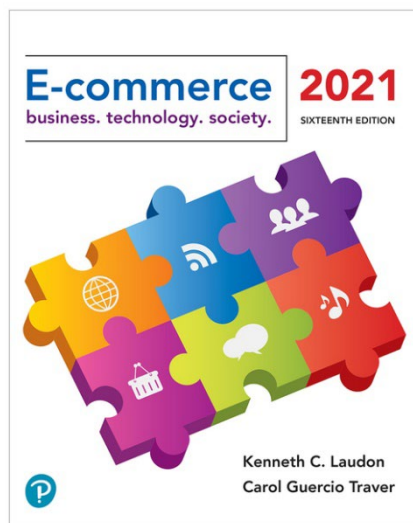
Kenneth Laudon



Pearson

Pearson RENTAL EDITION
Save money up front. Want to keep it at the end of the term? That's an option too.

Rights sold Greek, Chinese Simplified



9780136931805

Previous edition 9780134998459

Publication date 05-01-2021

Pearson

Pages 912

RRP \$74.99

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

Digital First MIS

Edition 1

David Kroenke



Pearson



Cover image
coming soon

Rights sold

9780133840032

Previous edition

Publication date 06-01-2020

Pearson

Pages

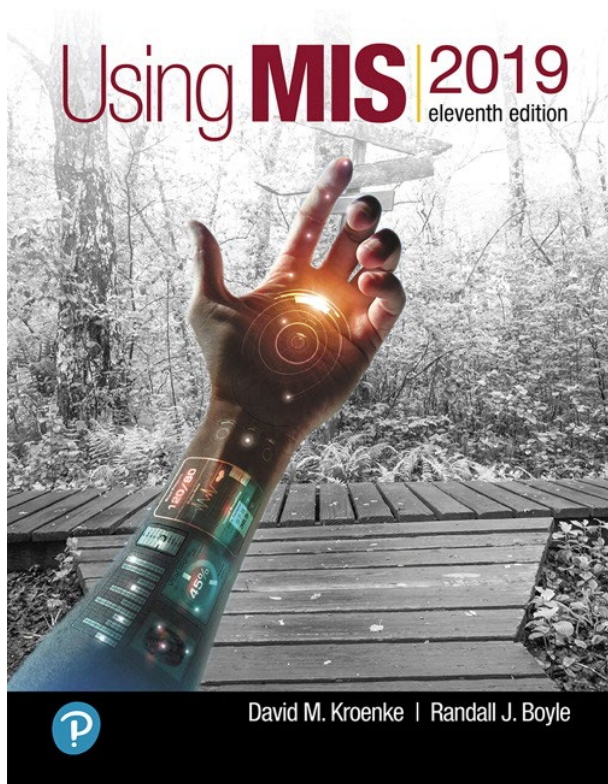
RRP \$74.99

Short description

Discipline/Subject
IT / MIS

Author bio

Using MIS
Edition 11
David Kroenke



Rights sold Chinese Simplified

9780135191767

Previous edition 9780134606996

Publication date 15-09-2020

Pearson

Pages 600

RRP \$189.99

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.

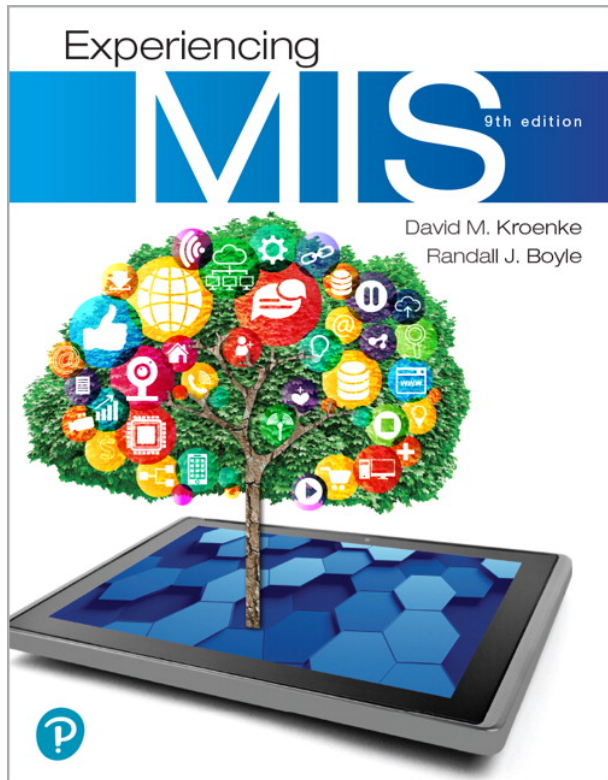
Experiencing MIS [RENTAL EDITION]

Edition 9

David Kroenke



Pearson



Rights sold

9780136509868

Previous edition 9780134773636

Publication date 06-03-2020

Pearson

Pages 704

RRP \$74.99

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



Pearson

Pearson RENTAL EDITION

Save money up front. Want to keep it at the end of the term? That's an option too.

Rights sold

9780136921653

Previous edition 9780135191767

Publication date 13-01-2021

Pearson

Pages

RRP \$89.99



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

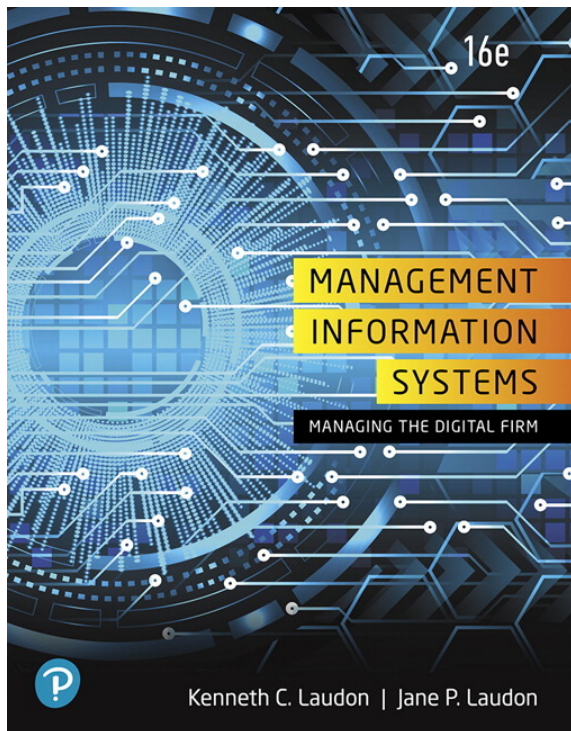
Management Information Systems: Managing the Digital Firm

Edition 16

Jane Laudon



Pearson



Rights sold English Adaptation [India], Dutch, French, Chinese Simplified, Chinese Traditional, English [China], English [Pakistan]

9780135191798

Previous edition 9780134639710

Publication date 15-09-2020

Pearson

Pages 656

RRP \$209.99

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

Author bio

Jane received her PhD from Columbia University, her MA from Harvard University, and her BA from Barnard College

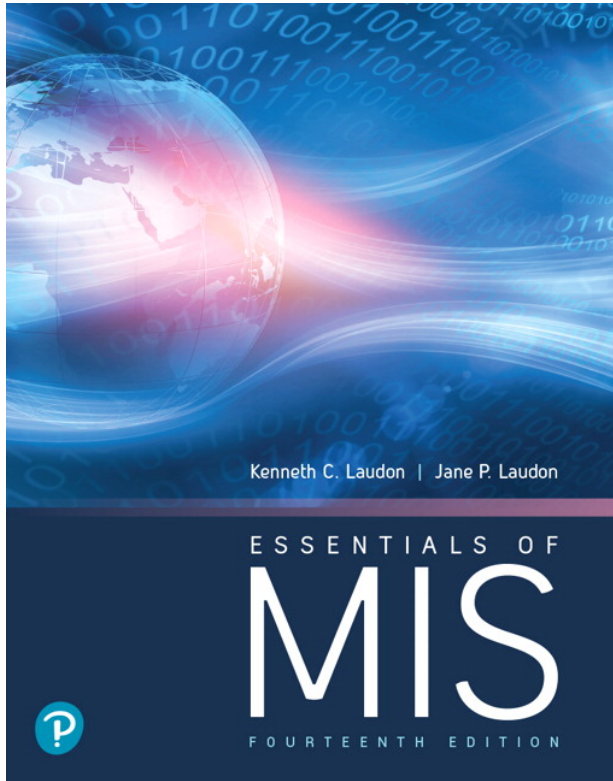
Essentials of MIS [RENTAL EDITION]

Edition 14

Kenneth Laudon



Pearson



Rights sold Greek, Chinese Simplified, Korean

9780136500810

Previous edition 9780134802756

Publication date 02-01-2020

Pearson

Pages 528

RRP \$74.99

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

Management Information Systems: Managing the Digital Firm [RENTAL EDITION]

Edition 17

Kenneth Laudon

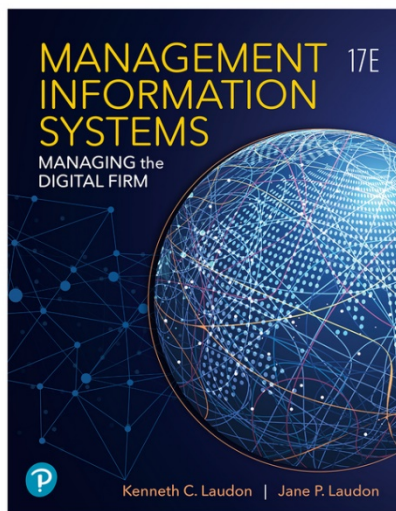


Pearson

Pearson RENTAL EDITION

Save money up front. Want to keep it at the end of the term? That's an option too.

Rights sold English Adaptation (India), Greek, Portuguese



9780136971276

Previous edition

Publication date 07-01-2021

Pearson

Pages 648

RRP \$74.99

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

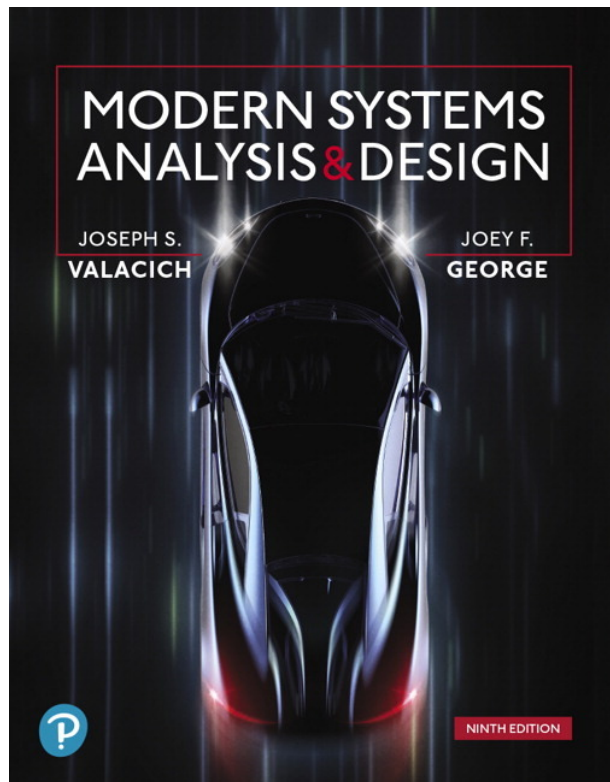
Modern Systems Analysis and Design

Edition 9

Joseph Valacich



Pearson



Rights sold Chinese Simplified,
Greek

9780135172759

Previous edition 9780134204925

Publication date 15-09-2020

Pearson

Pages 528

RRP \$209.99

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.

Systems Analysis and Design

Edition 1



Cover image
coming soon

Rights sold

9781580762274

Previous edition

Publication date 01-01-2022

Pearson

Pages 500

RRP \$214.99

Short description

Discipline/Subject
Softside IT (Imports)

Author bio

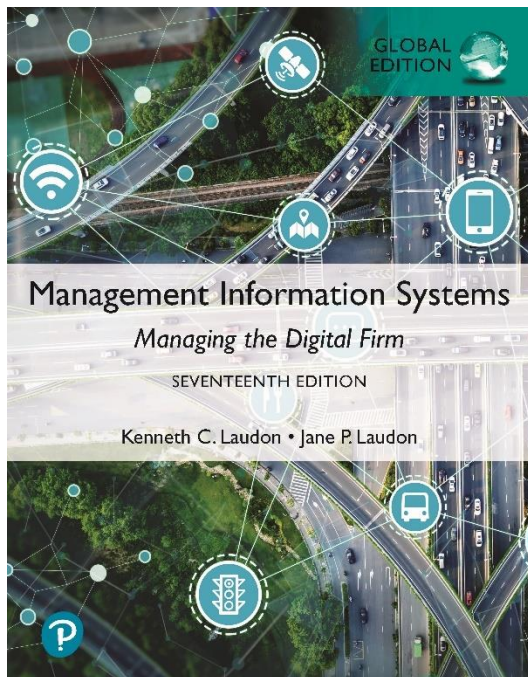
Management Information Systems: Managing the Digital Firm, Global Edition

Edition 17

Kenneth C. Laudon



Pearson



Rights sold : Dutch

9781292403281

Previous edition 9781292296562

Publication date 06-02-2021

Pearson

Pages 649

RRP £60.99

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. For introductory courses in IS and MIS. The authoritative case-based study of IS in business today. Management Information Systems provides the most comprehensive overview of information systems used by business firms today, while drawing connections between MIS and business performance. Students develop sought-after skills, such as leading IS-related management discussions and using IT to meet bottom-line results.

Discipline/Subject

MGE: Softside IT (Mech Ed)

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. Professor Laudon passed away on December 26, 2019, at the age of 75.

E-commerce 2021-2022: business. technology. society., Global Edition

Edition 17

Kenneth C. Laudon



Pearson



Rights sold

9781292409313

Previous edition 9781292343167

Publication date 07-04-2021

Pearson

Pages 912

RRP £55.99

Cover image
coming soon

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. The most up-to-date comprehensive overview of e-commerce today. Lively & fun to read this 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 illustrate how e-commerce is altering business practices and driving shifts in the global economy. Totally updated

Discipline/Subject

MGE: Softside IT (Mech Ed)

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.

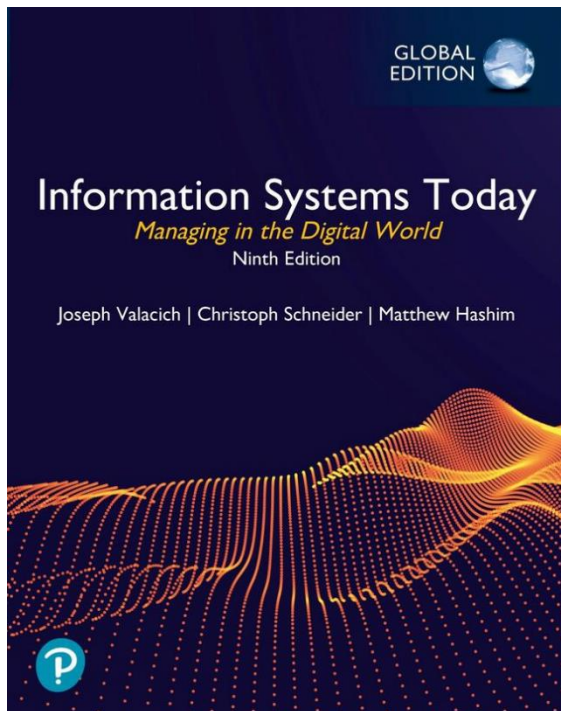
Information Systems Today: Managing in the Digital World, Global Edition

Edition 9

Joseph S Valacich



Pearson



Rights sold

9781292438115

Previous edition 9781292215976

Publication date 20-05-2022

Pearson

Pages 568

RRP \$54.99

Short description

The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For undergraduate courses in MIS. A modern, case study-based exploration of MIS; Information Systems Today: Managing in the 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 9e expands its exploration of the ways digital density and the API economy, mobile and cloud computing, socialmedia, artificial intelligence, and the Internet of Things affect information systems.

Discipline/Subject

GE: Softside IT (Global Ed)

Author bio

Joseph (Joe) Valacich is the Eller Professor of MIS within the Eller College of Management at the University of Arizona, and a co-founder, Chairman, and Chief Science Officer(CSO) of Neuro-ID, Inc.