

内容概要

本书作者详细阐述了信息技术的基本原理和概念、信息技术前景、信息技术战略、国际商务与信息技术、系统分析与设计、系统支持、网络与电子商业、信息技术管理与控制等方面的知识。

本书内容全面具体，论证深刻透彻，案例分析言简意赅，每章都有针对性极强的课题研究，以提高读者的实际应用能力。

它是大专院校管理类本科生、研究生、MBA的理想教材。

书籍目录

- PART 1:The Role of Managers in Information Technology
- 1.Using Technology to Transform the Organization
- 2.Interpreting and Understanding Information
- 3.Information Technoloty in Perspective
- PART 2:Organization Lssues
- 4.The Impact of information technology on the organization
- 5.Strategic issres of information Technology
- 6.International Business and information Technology
- PART 3:Information Technology
- 7.The fundamentals
- 8.A proliferation of Computers
- 9.Software is the key
- 10.Database management
- 11.Communications
- 12.Networks and electronic
- 13.Information technology architectures
- 14.System alternatives and acquisitions
- PART 4:Systems Analysis and Design
- 15.Building Systems:creativity with technology
- 16.Builiing systems :furtyer developments
- 17.Enhancing the life cycle
- PART 5:Exciting Directions in Systems
- 18.Reengineering:changing businesses and business processes
- 19.Implementing change
- 20.Supporting users
- 21.Organization support systems :DSSs,GDSSs,EISs,Groupware,and Multimedia
- PART 6:Issues for senior Management
- 23.Management control of information technology
- 24.Information technology issues for Management
- 25.Societal implications and future trends

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>