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WHATS IN IT FOR ME? Information technology lives all around us-in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's Introduction to Information Systems, 2nd edition helps make Information Technology come alive in the

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classroom. This text takes students where IT lives-in today's businesses and in our daily lives while helping students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS - a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for Introduction to Information Systems, 2nd edition includes animated tutorials in

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Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer.

Information technology professionals will gain invaluable information with this updated resource on how to connect concepts to key business areas. These areas include accounting, finance, marketing, management, human resources, and operations. The new edition provides concise and accessible coverage of core IT topics. Do It Yourself activities show them how to apply the information on the job. Technology professionals will then be able to discover how critical IT is to each functional area and every business.



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"This edition of Rainer and Prince's Introduction to Information Systems will answer this question for you. In every chapter, you will see how real global businesses use technology and information systems to increase their profitability, gain market share, develop and improve their customer relations, and manage their daily operations. In other words, you will learn how information systems provide the foundation for all modern organizations, whether they are public sector, private section, for-profit, or not-for-profit. We have several goals for all business majors, particularly undergraduates. First, we want to

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teach you how to use information technology to help you master your current or future jobs to help ensure the success of your organizations. Second, we want you to become informed users of information systems and information technology. Third, we want you to understand the digital transformation that your organization will likely be undergoing"--

Managing & Using Information Systems: A Strategic Approach provides a solid knowledgebase of basic concepts to help readers become informed, competent participants in Information Systems (IS) decisions.

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Written for MBA students and general business managers alike, the text explains the fundamental principles and practices required to use and manage information, and illustrates how information systems can create, or obstruct, opportunities within various organizations. This revised and updated seventh edition discusses the business and design processes relevant to IS, and presents a basic framework to connect business strategy, IS strategy, and organizational strategy. Readers are guided through each essential aspect of information Systems, including information architecture and infrastructure, IT security, the business of Information Technology, IS sourcing, project management, business analytics, and relevant IS governance and ethical issues.

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Detailed chapters contain mini cases, full-length case studies, discussion topics, review questions, supplemental reading links, and a set of managerial concerns related to the topic.

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