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instructors with a brief text that will cover the basics of how information systems are used to solve business problems. In the 21st Century, every business professional must be able to effectively use information systems, and MIS Essentials prepares students to do just that. Based on the author's successful Experiencing MIS, this text presents the core concepts and relevant outside topics of MIS for professors to cover in a one-semester course.

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analytics Added several new case studies: How eBay Scales Its Database Architecture with SQL and NoSQL (Chapter 4) Salesforce.com: Taking CRM to the Cloud (Chapter 5) LinkedIn: The Social Network and E-marketplace for Professionals (Chapter 6) Enabling the Sharing Economy: The Case of Uber Technologies (End-of-book comprehensive case) For undergraduate Introductory Management Information Systems courses. Helping Readers Succeed in the Most Important Course They'll Take As technology continues to change the way organizations do business, knowledge of MIS is critical. Experiencing MIS illustrates

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well as QoS initiatives like Multiprotocol Label Switching and DiffServ.

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