

GLOBAL
EDITION



Essentials of MIS

TWELFTH EDITION

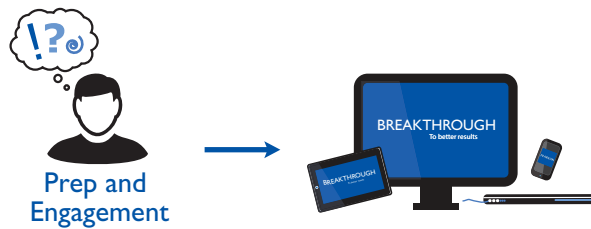
Kenneth C. Laudon • Jane P. Laudon



ALWAYS LEARNING

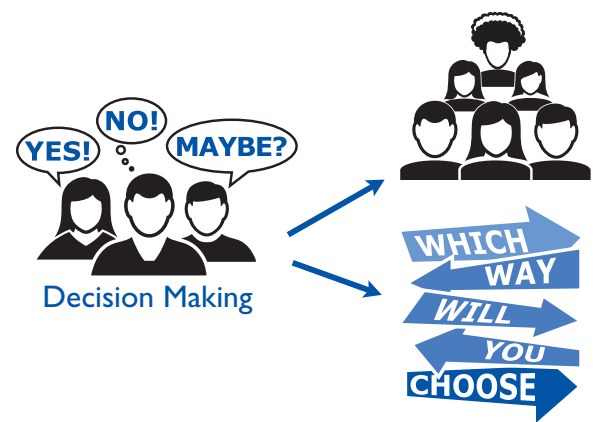
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MyMISLab™: Improves Student Engagement Before, During, and After Class

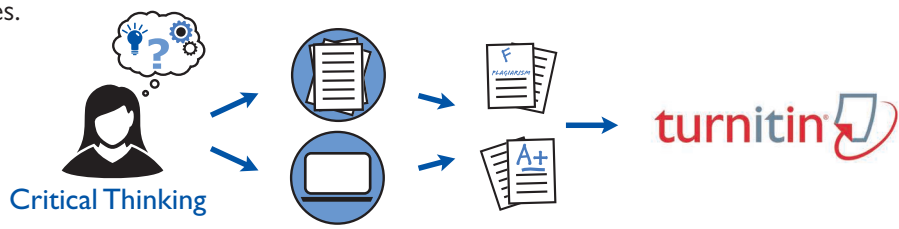


- **NEW! VIDEO LIBRARY** – Robust video library with over 100 new book-specific videos that include easy-to-assign assessments, the ability for instructors to add YouTube or other sources, the ability for students to upload video submissions, and the ability for polling and teamwork.
- **Decision-making simulations – NEW and improved feedback for students.** Place your students in the role of a key decision-maker! Simulations branch based on the decisions students make, providing a variation of scenario paths. Upon completion students receive a grade, as well as a detailed report of the choices and the associated consequences of those decisions.
- **Video exercises – UPDATED with new exercises.** Engaging videos that bring business concepts to life and explore business topics related to the theory students are learning in class. Quizzes then assess students’ comprehension of the concepts covered in each video.

- **Learning Catalytics** – A “bring your own device” student engagement, assessment, and classroom intelligence system helps instructors analyze students’ critical-thinking skills during lecture.



- **Dynamic Study Modules (DSMs) – UPDATED with additional questions.** Through adaptive learning, students get personalized guidance where and when they need it most, creating greater engagement, improving knowledge retention, and supporting subject-matter mastery. Also available on mobile devices.



- **Writing Space – UPDATED with new commenting tabs, new prompts, and a new tool for students called Pearson Writer.** A single location to develop and assess concept mastery and critical thinking, the Writing Space offers assisted graded and create your own writing assignments, allowing you to exchange personalized feedback with students quickly and easily.

Writing Space can also check students’ work for improper citation or plagiarism by comparing it against the world’s most accurate text comparison database available from **Turnitin**.

- **Additional Features** – Included with the MyLab are a powerful homework and test manager, robust gradebook tracking, Reporting Dashboard, comprehensive online course content, and easily scalable and shareable content.

<http://www.pearsonmylabandmastering.com>

Integrating Business with Technology

By completing the projects in this text, students will be able to demonstrate business knowledge, application software proficiency, and Internet skills. These projects can be used by instructors as learning assessment tools and by students as demonstrations of business, software, and problem-solving skills to future employers. Here are some of the skills and competencies students using this text will be able to demonstrate:

Business Application skills: Use of both business and software skills in real-world business applications. Demonstrates both business knowledge and proficiency in spreadsheet, database, and Web page/blog creation tools.

Internet skills: Ability to use Internet tools to access information, conduct research, or perform online calculations and analysis.

Analytical, writing and presentation skills: Ability to research a specific topic, analyze a problem, think creatively, suggest a solution, and prepare a clear written or oral presentation of the solution, working either individually or with others in a group.

* Dirt Bikes Running Case in MyMISLab

Business Application Skills

Business Skills	Software Skills	Chapter
Finance and Accounting		
Financial statement analysis	Spreadsheet charts	Chapter 2*
	Spreadsheet formulas	Chapter 10
	Spreadsheet downloading and formatting	
Pricing hardware and software	Spreadsheet formulas	Chapter 5
Technology rent vs. buy decision	Spreadsheet formulas	Chapter 5*
Total Cost of Ownership (TCO) Analysis		
Analyzing telecommunications services and costs	Spreadsheet formulas	Chapter 7
Risk assessment	Spreadsheet charts and formulas	Chapter 8
Human Resources		
Employee training and skills tracking	Database design	Chapter 12*
	Database querying and reporting	
Manufacturing and Production		
Analyzing supplier performance and pricing	Spreadsheet date functions	Chapter 2
	Data filtering	
	Database functions	
Inventory management	Importing data into a database	Chapter 6
	Database querying and reporting	
Bill of materials cost sensitivity analysis	Spreadsheet data tables	Chapter 11*
	Spreadsheet formulas	
Sales and Marketing		
Sales trend analysis	Database querying and reporting	Chapter 1
Customer reservation system	Database querying and reporting	Chapter 3
Customer sales analysis	Database design	
Marketing decisions	Spreadsheet pivot tables	Chapter 11
Customer profiling	Database design	Chapter 6*
	Database querying and reporting	

Customer service analysis	Database design	Chapter 9
	Database querying and reporting	
Sales lead and customer analysis	Database design	Chapter 12
	Database querying and reporting	
Blog creation and design	Blog creation tool	Chapter 4

Internet Skills

Using online software tools for job hunting and career development	Chapter 1
Using online interactive mapping software to plan efficient transportation routes	Chapter 2
Researching product information	Chapter 3
Evaluating Web sites for auto sales	
Analyzing Web browser privacy protection	Chapter 4
Researching travel costs using online travel sites	Chapter 5
Searching online databases for products and services	Chapter 6
Using Web search engines for business research	Chapter 7
Researching and evaluating business outsourcing services	Chapter 8
Researching and evaluating supply chain management services	Chapter 9
Evaluating e-commerce hosting services	Chapter 10
Using shopping bots to compare product price, features, and availability	Chapter 11
Analyzing Web site design	Chapter 12

Analytical, Writing, and Presentation Skills*

Business Problem	Chapter
Management analysis of a business	Chapter 1
Value chain and competitive forces analysis	Chapter 3
Business strategy formulation	
Formulating a corporate privacy policy	Chapter 4
Employee productivity analysis	Chapter 7
Disaster recovery planning	Chapter 8
Locating and evaluating suppliers	Chapter 9
Developing an e-commerce strategy	Chapter 10

Essentials of Management Information Systems

Twelfth Edition

Global Edition

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New York University

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Azimuth Information Systems

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Pearson Education Limited
Edinburgh Gate
Harlow
Essex CM20 2JE
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Authorised adaptation from the United States edition, entitled Essentials of Management Information Systems, Twelfth Edition, ISBN 978-0-13-447370-3 by Kenneth C. Laudon and Jane P. Laudon, published by Pearson Education © 2015.

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British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

10 9 8 7 6 5 4 3 2 1
15 14 13 12 11

Typeset in 10.5/12.5 Times LT Std, 9.5pt by Azimuth Interactive, Inc.
Printed and bound by Vivar in Malaysia

ISBN 10: 1-292-15377-6
ISBN 13: 978-1-292-15377-3

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Professor Laudon's current research is on the planning and management of large-scale information systems and multimedia information technology. He has received grants from the National Science Foundation to study the evolution of national information systems at the Social Security Administration, the IRS, and the FBI. Ken's research focuses on enterprise system implementation, computer-related organizational and occupational changes in large organizations, changes in management ideology, changes in public policy, and understanding productivity change in the knowledge sector.

Ken Laudon has testified as an expert before the United States Congress. He has been a researcher and consultant to the Office of Technology Assessment (United States Congress), Department of Homeland Security, and to the Office of the President, several executive branch agencies, and Congressional Committees. Professor Laudon also acts as an in-house educator for several consulting firms and as a consultant on systems planning and strategy to several Fortune 500 firms.

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Jane received her Ph.D. from Columbia University, her M.A. from Harvard University, and her B.A. from Barnard College. She has taught at Columbia University and the New York University Stern School of Business. She maintains a lifelong interest in Oriental languages and civilizations.

The Laudons have two daughters, Erica and Elisabeth, to whom this book is dedicated.

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