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CORPORATE INFORMATION STRATEGY AND MANAGEMENT: TEXT AND CASES (EIGHTH EDITION)



McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. Corporate Information Strategy and Management: Text and Cases 8/e by Applegate, Austin, and Soule is written for students and managers who desire an overview of contemporary information systems technology management. This new edition examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. The author?s objective is to provide readers with a better understanding of the influence of twenty-first century technologies...

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