



# MIS 2014 ..... 2015

Management Information Systems



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# MIS<sup>4</sup>

## FOURTH EDITION

*Hossein Bidgoli*

ISBN-13: 978-1-133-58930-3

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336 pages



### FEATURES AND BENEFITS

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- This edition contains 15 brand-new Problems, Activities, and Discussion Questions appear at the end of each chapter.
- Brand-new information boxes and end-of-chapter cases show MIS applications in current business settings.

- Cloud storage, multi-core processors, Google Drive, and rootkits are some of the new topics covered.

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#### PART I: FUNDAMENTALS OF INFORMATION SYSTEMS.

1. Information Systems: An Overview.
2. Computers: The Machines Behind Computing.
3. Database Systems, Data Warehouses, and Data Marts.
4. Personal, Legal, Ethical, and Organizational Issues of Information Systems.
5. Protecting Information Resources.

#### PART II: DATA COMMUNICATION, THE INTERNET, E-COMMERCE, AND GLOBAL INFORMATION SYSTEMS.

6. Data Communication: Delivering Information Anywhere and Anytime.
7. The Internet, Intranets, and Extranets.
8. E-Commerce.
9. Global Information Systems.

#### PART III: IS DEVELOPMENT, ENTERPRISE SYSTEMS, MSS, AND EMERGING TRENDS.

10. Building Successful Information Systems.
11. Enterprise Systems.
12. Management Support Systems.
13. Intelligent Information Systems.
14. Emerging Trends, Technologies, and Applications.

### ABOUT THE AUTHOR

**Hossein Bidgoli**, Ph.D., is professor of Management Information Systems at California State University. Dr. Bidgoli helped set up the first PC Lab in the United States and served as its first director. He is the author of 44 textbooks, 27 manuals and more than five dozen technical articles and papers on various aspects of computer applications, information systems and network security, e-commerce and decision support systems published and presented throughout the world. Dr. Bidgoli also serves as the editor-in-chief of The Handbook Of Technology Management, The Internet Encyclopedia, The Handbook Of Information Security, The Handbook Of Computer Networks, And The Encyclopedia Of Information Systems.



# PRINCIPLES OF INFORMATION SYSTEMS WITH CB COURSESMART EBOOK CENGAGE TECHNOLOGY EDITION, ELEVENTH EDITION

Ralph M. Stair, George Reynolds

ISBN-13: 978-981-4591-99-7

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## FEATURES AND BENEFITS

- **THE LATEST, DETAILED COVERAGE PREPARES YOUR STUDENTS TO WORK WITH THE NEWEST DELIVERY MODEL IN INFORMATION SYSTEMS TODAY.** Students study multimedia in business today. They examine application development for the iPhone®, iPad®, and similar devices as well as cloud computing to gain a strong background in the most recent technologies. This enables them to maximize the scalable, virtualized resources in this latest Internet-driven delivery model for IS.
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- **EXAMPLES HIGHLIGHT SUPPLY CHAIN MANAGEMENT (SCM) AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AT WORK.** Contemporary examples and the latest content in this new edition help prepare your students with both IS and business skills for success as workers, managers, decision makers, and organizational leaders.
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concept discussed in the chapter. You can assign cases for homework or use them to prompt meaningful class discussion.

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### Part I: An Overview.

1. An Introduction to Information Systems.
2. Information Systems in Organizations.

### Part II: Information Technology Concepts.

3. Hardware: Input, Processing, and Output Devices.
4. Software: Systems and Application Software.
5. Organizing Data and Information.
6. Telecommunications and Networks.
7. The Internet, Intranets, and Extranets.

### Part III: Business Information Systems.

8. Electronic and Mobile Commerce.
9. Enterprise Systems.
10. Information and Decision Support Systems.
11. Knowledge Management and Specialized Information Systems.

### Part IV: Systems Development.

12. Systems Development: Investigation and Analysis.
13. Systems Design, Implementation, Maintenance, and Review.

### Part V: Information Systems in Business and Society.

14. The Personal and Social Impact of Computers.

## Other Available CTE Bundle Option:

*Principles of Information Systems with Aplia, 11e.* 9789814601092

## About the Authors

**Ralph Stair** received a B.S. in Chemical Engineering from Purdue University, an M.B.A. from Tulane University, and a Ph.D. from the University of Oregon. He has taught at the University of Oregon, the University of Washington, the University of New Orleans, and Florida State University. He has taught several courses through Florida State University's Study Abroad Program in London. Throughout the years, Dr. Stair has focused his teaching and research on information systems. Dr. Stair is a well-respected member of several academic organizations, including Decision Sciences Institute.

**George Reynolds** Please see page 4.



# FUNDAMENTALS OF INFORMATION SYSTEMS INTERNATIONAL EDITION SEVENTH EDITION

*Ralph Stair, George Reynolds*

ISBN-13: 978-1-285-07298- 2

©2014 512 pages

## FEATURES AND BENEFITS

- Up to 140 updated references and examples per chapter keep learning as current as possible and reflect the latest developments in today's world.
- New introductory content (Ch.1) emphasizes the importance of timely information and positive impact of informations to businesses and consumers.
- New coverage (Ch 2) presents latest mobile solutions, the newest user interfaces, emerging technologies and updates on programming languages and software issues.
- Completely updated coverage of systems software introduces the latest operating systems such as Apple®'s latest OS X Lion, Google®'s Android®, and Windows® Home Server as well as Microsoft®'s Windows 8, the newest version of Red Hat Enterprise Virtualization (RHEV) software, and Alibaba Cloud Computing.
- Updated cost comparison examines today's latest forms of data storage.

## Table of Contents

Part I: Information Systems in Perspective.

1. An Introduction to Information Systems in Organizations.

Part II: Technology.

2. Hardware and Software.

3. Database Systems and Business Intelligence

4. Telecommunications, the Internet, Intranets, and Extranets.

Part III: Business Information Systems.

5. Electronic and Mobile Commerce and Enterprise Systems.

6. Information and Decision Support Systems.

7. Knowledge Management and Specialized Information Systems.

Part IV: Systems Development and Social Issues.

8. Systems Development.

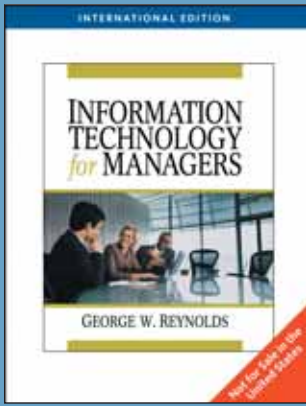
Part V: Information Systems in Business and Society.

9. The Personal and Social Impact of Computers.

## About the Authors

**Ralph Stair** *Please see page 3.*

**George Reynolds** brings a wealth of computer and industrial experience to this book. He combines more than 30 years' experience working in government, institutional, and commercial IS organizations with exceptional teaching skills to deliver a text that is both practical and focused on the needs of today's students. Professor Reynolds currently serves as assistant professor in the Computer Information Systems department at Strayer University. He has also taught IS at the University of Cincinnati, Xavier University (Ohio), Miami University, and College of Mount St. Joseph.



# INFORMATION TECHNOLOGY FOR MANAGERS INTERNATIONAL EDITION

*George Reynolds*

ISBN-13: 978-0-538-74566-6

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500 pages

## FEATURES AND BENEFITS

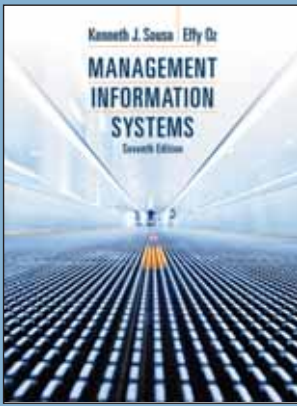
- **COMPREHENSIVE TABLE OF CONTENTS:** Comprehensive table of contents gives readers easy reference to particular sections of the book.
- **REAL-WORLD BUSINESS EXAMPLES:** Addresses timely topics in the opening business vignettes by examining real world businesses and how management oversees information technology in various capacities.
- **END OF CHAPTER FEATURES:** End of Chapter features promote lively classroom discussions and assignments.
- **INSTRUCTOR RESOURCES:** Valuable Instructor's Resources include End of Chapter solutions, a detailed Instructor's Manual, PowerPoint presentations, and Test Banks.

## Table of Contents

1. Managers: Key to Information Technology Results.
2. Strategic Planning.
3. Project Management.
4. Business Process and IT Outsourcing.
5. Corporate Governance and IT.
6. Collaboration Tools and Wireless Networks.
7. E-Business.
8. Enterprise Resource Planning.
9. Business Intelligence.
10. Knowledge Management.
11. Enterprise Architecture.
12. Ethical, Privacy, and Security Issues.

## About the Author

**George Reynolds** brings a wealth of computer and industrial experience to the project, with more than thirty years of experience working in government, institutional, and commercial IS organizations. He has also authored nineteen texts and has taught the introductory IS course at the University of Cincinnati, Miami University, and College of Mount St. Joseph.



# MANAGEMENT INFORMATION SYSTEMS SEVENTH EDITION

*Kenneth J. Sousa, Effy Oz*

ISBN-13: 978-1-285-18613-9

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592 pages



## Features and Benefits

- Thoroughly revised and updated, **MANAGEMENT INFORMATION SYSTEMS, 7e** offers the most current coverage available. All examples, illustrations, boxed features, and references are completely up to date.
- Extensive new coverage is given to emerging and expanding issues such as social networking, IT security, and mobile computing.
- A brand-new case scenario gives students the opportunity to integrate business IT principles, view IS issues in action, and to solve business problems related to IT just as they arise in the real world.
- Detailed illustrations clarify the book's more complex concepts, ensuring students have a thorough understanding as they progress through the book.
- Featured in every chapter, Ethical and Societal Issues equip readers with professional skills as well as responsible and ethical methods for using those skills.
- Emphasis on networked businesses and strategic uses of information technologies prepares students for professional careers.

## Table of Contents

### Part I: The Information Age

1. Business Information Systems: An Overview
2. Strategic Uses of Information Systems
3. Business Functions and Supply Chains

### Part II: INFORMATION TECHNOLOGY.

4. Business Hardware.
5. Business Software.
6. Business Networks and Telecommunications.
7. Databases and Data Warehouses.

### Part III: WEB-ENABLED COMMERCE.

8. The Web-enabled Enterprise.
9. Challenges of Global Information Systems.

### Part IV: DECISION SUPPORT AND BUSINESS INTELLIGENCE.

10. Decision Support and Expert Systems.
11. Business Intelligence and Knowledge Management.

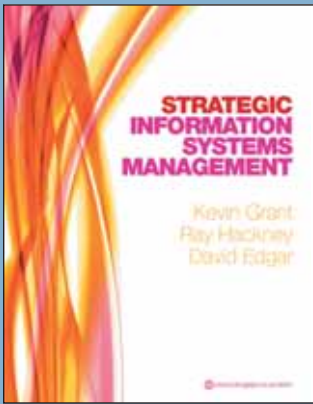
### Part V: PLANNING, ACQUISITION, AND CONTROLS.

12. Systems Planning and Development.
13. Choices in Systems Acquisitions.
14. Risks, Security, and Disaster Recovery.

## ABOUT THE AUTHORS

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# STRATEGIC INFORMATION SYSTEMS MANAGEMENT

*Kevin Grant, Ray Hackney, David Edgar*

ISBN-13: 978-1-4080-0793-8

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## FEATURES AND BENEFITS

- An accessible synthesis of contributions from leading figures in the field mapped to the latest course curriculum requirements
- Readers are guided by consistent learning features built around clear chapter learning objectives to provide a complete learning experience
- Contemporary cases show students how issues are approached in the real world.
- Includes coverage of the latest technologies and hot topics including disruptive technologies, e-government, global outsourcing, knowledge management and much more!
- A companion website boosts learning with supportive materials for both students and lecturers

## Table of Contents

1. Business Strategy for the Digital World
2. Business Exploitation of Information and Communication Technology Systems
3. Information Systems Development Approaches
4. Disruptive Technologies and Applications
5. Business IT/IS Alignment
6. Strategic IS/IM in Context
7. Global Issues in Information Management
8. Strategic Knowledge Management
9. Organizational Change, Culture and Strategic IS/IT Led Change
10. IS/IT Benefits Management and Realization
11. Strategic IT/IS Leadership and IT Governance
12. IT/IS Professionalism, Ethics and Security

## ABOUT THE AUTHORS

**Kevin Grant** is a Senior Lecturer at Glasgow Caledonian University. His wide range of specialist expertise includes: Systems; Information and Information Systems; Strategic Information Systems Planning; E-Business Applications and Technologies; IT/IS Evaluation and Research, Teaching, Scholarship and Consultancy in Higher Education.

**Ray Hackney** is Chair in Business Systems and Director of the Doctoral Programme within Brunel University Business School. His research interests are the Strategic Management of Information Systems within a variety of organisational contexts, with an increasing speciality in government sectors.

**David Edgar** is Professor of Strategy and Business Transformation and member of the Division of Strategy, Innovation and Enterprise at Caledonian Business School, Glasgow Caledonian University. His main areas of research and teaching are Business Uncertainty, E-Business Strategy and Knowledge Management.



# PROBLEM-SOLVING CASES IN MICROSOFT® ACCESS™ AND EXCEL®

TWELFTH EDITION

*Ellen F. Monk, Joseph A. Brady, Gerard S. Cook*

ISBN-13: 978-1-285-86719-9

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## FEATURES AND BENEFITS

- This edition has been completely updated for Microsoft® Access® and Excel® 2013.
- Updated Tutorials: These updated tutorials walk students through Microsoft® Access® and Excel® 2013, imparting spreadsheet and database skills while preparing them for real-life, on-the-job application.
- All-New Cases and Problems: Students gain valuable insight about today's marketplace from working 12 new cases and solving realistic problems with Microsoft® Access® and Excel®.
- Realistic Business Scenarios: Students examine 12 brand new cases, each introducing a commonly occurring business issue, and learn how to use Excel® and Access® to analyze and help solve problems.
- Integration Cases: Two cases in the text require students to apply both Access® and Excel® simultaneously, helping to develop analytical skills while giving them valuable practice using newly acquired knowledge.

## Table of Contents

### Part 1: DATABASE CASES USING ACCESS.

Tutorial A: Database Design.

Tutorial B: Microsoft Access.

Case 1: Preliminary Case; The Personal Training Database.

Case 2: Rent-a-Dress Database.

Case 3: The Import Food Market Database.

Case 4: The Music Festival Database.

Case 5: City Bike Rental Database.

### Part 2: DECISION SUPPORT CASES USING EXCEL SCENARIO MANAGER.

Tutorial C: Building a Decision Support System in Excel.

Case 6: New England Energy Investment Strategy Decision.

Case 7: The City Hotel Recovery Analysis.

### Part 3: DECISION SUPPORT CASES USING MICROSOFT EXCEL SOLVER.

Tutorial D: Decision Support Cases Using Microsoft Excel Solver.

Case 8: Duchess Cruises Ship Assignment Problem.

Case 9: Ed and Carla's Retirement Plan.

### Part 4: DECISION SUPPORT CASE USING BASIC EXCEL FUNCTIONALITY.

Case 10: The University Arena Construction Decision.

### Part 5: INTEGRATION CASES USING ACCESS AND EXCEL.

Case 11: The College GPA Analysis.

Case 12: The Nonprofit Donor Analysis.

### Part 6: ADVANCED SKILLS USING EXCEL.

Tutorial E: Guidance for Excel Cases.

### Part 7: PRESENTATION SKILLS.

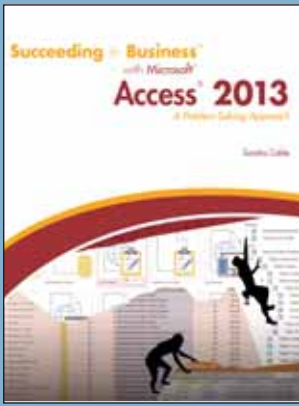
Tutorial F: Giving an Oral Presentation.

## About the Authors

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**Gerald Cook** has been the instructor for the Operations Management Technolog program at Delaware Technical of Community College since its inception in 2007.



# SUCCEEDING IN BUSINESS WITH MICROSOFT® ACCESS 2013: A PROBLEM-SOLVING APPROACH FIFTH EDITION

*Sandra Cable*

ISBN: 978-1-285-07758-1

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650 pages



## FEATURES AND BENEFITS

- Fully updated to reflect changes to Microsoft Access 2013.
- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
- Introduces students gradually to more advanced and broader skills through three levels of complexity in each chapter, beginning with an introductory conceptual chapter on databases.
- Offers case problems (such as accounting, finance, marketing, and operations management) and Steps to Success activities that provide additional practice in a real-world context.
- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Access.

## Table of Contents

Introduction to Data Management with Microsoft Access 2013.

1. Preparing to Automate Data Management.
2. Building the Database.
3. Analyzing Data for Effective Decision Making.
4. Collecting Data with Well-Designed Forms.
5. Developing Effective Reports.
6. Automating Database Processing.
7. Enhancing User Interaction Through Programming

## ABOUT THE AUTHOR

**Sandra Cable** is the author and co-author of numerous books with Course Technology. Her books include both introductory and advanced levels of Microsoft Excel and Access. The author holds a doctorate in Education from Texas A&M University - Commerce. In addition to working full-time for an international corporation in Dallas, TX, she volunteers to teach at seminars and in classrooms promoting simple approaches to using computer applications.



# SUCCEEDING IN BUSINESS WITH MICROSOFT® EXCEL® 2013: A PROBLEM-SOLVING APPROACH

*Debra Gross, Frank Akaiwa, Karleen Nordquist*

ISBN-13: 978-1-285-09914-9

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720 pages



## FEATURES AND BENEFITS

- Fully updated to reflect changes to Microsoft Excel 2013.
- Expanded coverage of pivot charts and tables in chapter 7.
- Expanded coverage of Quick Analysis to chapter 2
- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
- Introduces students gradually to more advanced and broader skills through three levels of complexity in each chapter, beginning with an introductory conceptual chapter on databases.
- Offers case problems (such as accounting, finance, marketing, and operations management) and Steps to Success activities that provide additional practice in a real-world context.
- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Excel.

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1. Applying Fundamental Excel Skills and Tools in Problem Solving.
2. Solving Problems with Statistical Analysis Tools.
3. Determining Effective Data Display with Charts
4. Applying Logic in Decision Making.
5. Retrieving Data for Computation, analysis, and Reference.
6. Evaluating the Financial Impact of Loans and Investments.
7. Organizing Data for Effective Analysis.
8. Using Data Tables and Excel Scenarios for What-if Analysis.
9. Enhancing Decision Making with Solver.
10. Troubleshooting Workbooks and Creating Excel Applications.

## About the Authors

**Debra Gross** started teaching to share her knowledge and experiences. She teaches at The Ohio State University in the department of Computer Science & Engineering. Debra received her MBA from the University of Chicago Graduate School of Business in Finance and Accounting and a B.S. from MIT in Chemical Engineering.

**Frank E. Akaiwa** teaches at the Kelly School of Business at Indiana University. He holds degrees from Tennessee Technical University and Indiana University. Mr. Akaiwa worked as a civil engineer for the U.S. Navy.

**Karleen Nordquist** has been tutoring Accounting and Finance topics for post-secondary students through Smarthinking, Inc. since 2000. She also has over 10 years of experience teaching information systems and business-related courses, and enjoys reading and learning about technology of all forms. Ms. Nordquist has earned degrees at Minnesota State University Moorhead and the University of North Dakota. Prior to entering the teaching profession, she worked in public accounting and as an auditor.



# SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE EXCEL 2010: A PROBLEM SOLVING APPROACH, INTERNATIONAL EDITION

*Debra Gross, Frank Akaiwa, Karleen Nordquist*

ISBN-13: 978-0-538-47323-1

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720 pages

## FEATURES AND BENEFITS

- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
- Introduces students gradually to more advanced and broader skills through three levels of complexity in each chapter, beginning with an introductory conceptual chapter on databases.
- Offers case problems (such as accounting, finance, marketing, and operations management) and Steps to Success activities that provide additional practice in a real-world context.
- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Excel.

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1. Applying Fundamental Excel Skills and Tools in Problem Solving
2. Solving Problems with Statistical Analysis Tools
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6. Evaluating the Financial Impact of Loans and Investments
7. Organizing Data for Effective Analysis
8. Using Data Tables and Excel Scenarios for What-If Analysis
9. Enhancing Decision Making with Solver
10. Troubleshooting Workbooks and Creating Excel Applications

## About the Authors

Debra Gross, Frank E. Akaiwa, Karleen Nordquist *Please see page 10.*



# SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE ACCESS 2010: A PROBLEM SOLVING APPROACH INTERNATIONAL EDITION

*Sandra Cable*

ISBN-13: 978-0-538-47002-5

©2011 608 pages

## FEATURES AND BENEFITS

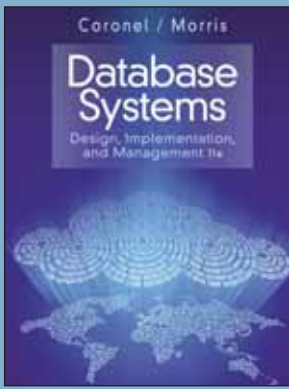
- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
- Introduces students gradually to more advanced and broader skills through three levels of complexity in each chapter, beginning with an introductory conceptual chapter on databases.
- Offers case problems (such as accounting, finance, marketing, and operations management) and Steps to Success activities that provide additional practice in a real-world context.
- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Access.

## Table of Contents

1. Preparing to Automate Data Management
2. Building the Database
3. Analyzing Data for Effective Decision Making
4. Collecting Data with Well-Designed Forms
5. Developing Effective Reports
6. Automating Database Processes
7. Enhancing User Interaction Through Programming

## About the Author

Sandra Cable *Please see page 9*



# DATABASE SYSTEMS DESIGN, IMPLEMENTATION, & MANAGEMENT, ELEVENTH EDITION

Carlos Coronel, Steven Morris

ISBN-13: 978-1-285-19614-5

©2015

752 pages



COMING SOON!

## FEATURES AND BENEFITS

- Clear, straightforward writing style provides an outstanding balance of theory and practice.
- Multiple databases in various formats are used to provide readers with experience in implementation using MS Access, MS SQL Server, MySQL, and Oracle databases.
- Up-to-date content includes topics such as Open Source databases, embedded/mobile databases, data replication, data analytics, explanatory models, predictive models, the role of redundant relationships, and examples of web-database connectivity and code security.
- Material on Ethics, as it pertains to the database administration function, is included so that students have a solid understanding of ethical dilemmas in the field.
- Coverage includes green computing/sustainability for modern data centers.
- To ensure that students are provided with the most up-to-date material available, content has been expanded to add support for MySQL. New topics include expanded coverage of Big Data, NoSQL, cloud computing, expanded relational algebra coverage, and triggers within Microsoft Access 2013.

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### Part I: DATABASE CONCEPTS.

1. Database Systems.
2. Data Models.

### Part II: DESIGN CONCEPTS.

3. The Relational Database Model.
4. Entity Relationship (ER) Modeling.
5. Advanced Data Modeling.
6. Normalization of Database Tables.

### Part III: ADVANCED DESIGN AND IMPLEMENTATION.

7. Introduction to Structured Query Language (SQL).
8. Advanced SQL.
9. Database Design.

### Part IV: ADVANCED DATABASE CONCEPTS.

10. Transaction Management and Concurrency Control.
11. Database Performance Tuning and Query Optimization.
12. Distributed Database Management Systems.
13. Business Intelligence and Data Warehouses.

### Part V: DATABASES AND THE INTERNET.

14. Database Connectivity and Web Technologies.

### Part VI: DATABASE ADMINISTRATION.

15. Database Administration and Security.

ONLINE APPENDICES.

## About the Authors

**Carlos Coronel** is currently the Lab Director for the College of Business Computer Labs at Middle Tennessee State University. He has over 27 years of experience in various fields as a Database Administrator, Network Administrator, Web Manager, and Technology Specialist, and has taught courses in Web development, database design and development, and data communications at the undergraduate and graduate levels.

**Steven Morris** completed his Bachelor of Science and PhD from Auburn University. He has taught Database Design and Development, Database Programming with Advanced SQL and PL/SQL, Systems Analysis and Design, and Principles of MIS at Middle Tennessee State University. Steven has published many articles, and currently serves on the review boards of several journals.



# DATABASE MANAGEMENT CONCEPTS INTERNATIONAL EDITION SEVENTH EDITION

*Joseph J. Adamski, Philip J. Pratt*

ISBN-13: 978-1-133-19131-5

©2012

400 pages

**NEW EDITION IN SEPTEMBER 2014**

## Features and Benefits

- Comprehensively discusses database design that includes normalization, an easily applied database design method, E-R diagrams, numerous database design examples, requirements gathering and analysis, and trade-off discussions.
- Extensively covers SQL with numerous examples illustrating the various concepts. Advanced topics such as concurrency issues, distributed databases, data warehouses, stored procedures, triggers, XML, and database processing over the Web are included.
- A case problem in each chapter challenges students and reinforces concepts.
- Appendices describe the purpose and syntax of the major SQL commands used in the book.
- Updated to cover Access 2010.

## Table of Contents

1. Introduction to Database Management
  2. The Relational Model 1: Introduction, QBE, and Relational Algebra
  3. The Relational Model 2: SQL
  4. The Relational Model 3: Advanced Topics
  5. Database Design 1: Normalization
  6. Database Design 2: Design Method
  7. DBMS Functions
  8. Database Administration
  9. Database Management Approaches
- Appendices
- A. Comprehensive Design Example: Marvel College
  - B. SQL Reference
  - C. "How Do I" Reference
  - D. Answers to Odd-Numbered Review Questions
  - E. Using Access to Create and Publish a Web Database
  - F. Determining Information-Level Requirements

## About the Authors

**Joseph J. Adamski** earned a master's degree in computer science at Rensselaer Polytechnic Institute and spent 12 years as a computer professional at aerospace and financial services companies. His academic and research interests have concentrated on database and systems engineering. He recently published his 30th textbook. Currently, he is an Associate Professor Emeritus at Grand Valley State University, where he has taught since 1979.

**Phillip J. Pratt** is Professor Emeritus of Mathematics and Computer Science at Grand Valley State University, where he taught for 33 years. His teaching interests include database management, systems analysis, complex analysis, and discrete mathematics. He has authored over 60 textbooks, including coauthoring three levels of Microsoft Office Access 2007 books for the Shelly Cashman Series.

# A GUIDE TO SQL

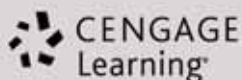
## NINTH EDITION

*Philip J. Pratt, Mary Z. Last*

ISBN-13: 978-1-111-52727-3

©2015

360 pages



### Features and Benefits

- This invaluable reference introduces SQL programming using straightforward instruction, hands-on exercises, and a strong foundation in real-world business scenarios.
- Review questions, exercises, and hands-on projects conclude each chapter to reinforce learning and provide practice applying key concepts. Critical thinking questions and exercises challenge students to use problem-solving and analytical skills.
- Building on the longstanding success of this proven text, the Ninth Edition introduces basic SQL commands in a real-world context using a running case, which explores how a business might use SQL to manage orders, parts, customers, and sales reps.
- To illustrate that fundamental principles and practices remain valid regardless of which database environment is used, the authors include numerous examples of the latest versions of Oracle®, Microsoft® Access®, and SQL Server.

### About the Authors

**Philip J. Pratt** is Professor Emeritus of Mathematics and Computer Science at Grand Valley State University, where he taught for 33 years. His teaching interests include database management, systems analysis, complex analysis, and discrete mathematics. He has authored over 75 textbooks, including coauthoring three levels of Microsoft Office Access 2013 books for the Shelly Cashman Series and A Guide to SQL.

**Mary Z. Last** has taught computer information systems since 1984. She retired from the University of Mary Hardin-Baylor, Belton, TX where she was an Associate Professor and the Director of the Center for Effectiveness in Learning and Teaching. Mary is actively involved in the Computing Educator's Oral History Project that encourages young women to pursue careers in math and science. She has been a contributing author to the Shelly Cashman Series since 1992 and also authors many instructor resources for database texts.

- A new continuing case problem appears in each chapter throughout the book.
- New cases are used in the end-of-chapter exercises and cases.
- Critical thinking questions and exercises that challenge students to use problem-solving and analytical skills appear in each case.

### Table of Contents

1. Introduction to TAL Distributors, Colonial Adventure Tours, and Solmaris Condominium Group.
2. Database Design.
3. An Introduction to SQL.
4. Single-Table Queries.
5. Multiple-Table Queries.
6. Updating Data.
7. Database Administration.
8. Reports.
9. Embedded SQL.



# ORACLE® 11G: PL/SQL PROGRAMMING

INTERNATIONAL EDITION, SECOND EDITION

*Joan Casteel*

ISBN-13: 978-1-285-08501-2

©2013

544 pages

## Features and Benefits

- Provides hands-on projects at the end of each chapter, including **Features and Benefits**
- This edition offers three databases that extend your selection for class practice questions. A new database has been added to this edition with corresponding assignments that focus on how a charitable organization tracks donations efficiently.
- The updated examples and figures throughout this edition show the user-friendly SQL Developer tool, which is free from Oracle. This interface is much easier than SQL\*Plus for students to use.
- This edition offers even more coverage on important fundamentals to give students solid background needed for working with Oracle and certification, such as bulk processing, compound triggers, PL/SQL compiler features, and hiding source code.
- Varied in-chapter exercises and a wealth of hands-on assignments throughout this edition give your students numerous opportunities to better understand and apply the material covered in each chapter.
- This is the only book covering PL/SQL and Oracle® 11g concepts that is designed specifically for classroom use and certification preparation.
- This edition addresses all the topics needed to prepare for the PL/SQL Oracle certification exam, including content reflected in the new Oracle® 11g exam.

## Table of Contents

1. Introduction to PL/SQL.
2. Basic PL/SQL Block Structures.
3. Handling Data in PL/SQL Blocks.
4. Cursors and Exception Handling.
5. Procedures.
6. Functions.
7. PL/SQL Packages.
8. Dependencies, Privileges, and Compilation.
9. Database Triggers.
10. Oracle-Supplied Packages, Dynamic SQL, and Hiding Source Code.

## APPENDICES.

- A. Tables for the Brewbean's Database.
- B. Oracle Installation and Using Oracle SQL Developer.

## ONLINE APPENDICES.

- C. TOAD (Tool for Oracle Application Developers).
- D. Statement Tuning.
- E. SQL\*Loader Utility.
- F. An Introduction to Object Technology.

## About the Author

**Joan Casteel** has more than twelve years of experience in application development in various business environments. She has been teaching Oracle development at Tidewater Community College for the past seven years in the Database Specialist curriculum. Joan has authored two textbooks for Course Technology, a part of Cengage Learning.



# ORACLE 11G: SQL

## INTERNATIONAL EDITION, SECOND EDITION

*Joan Casteel*

ISBN-13: 978-1-4390-8124-2

©2010

640 pages

### Features and Benefits

- Maps to the Oracle Certification Exams 1Z0-007 and 1Z0-051.
- Covers most topics in the new Oracle Database SQL Expert Exam 1Z0-047.
- Now includes material on using virtual columns, CASE expressions, the NULLIF function, and the explain plan for verifying indexes.
- Explains both ANSI and traditional join methods.
- Incorporates hands-on activities at the end of each chapter, such as review questions, assignments, and case projects, to help reinforce Oracle 11g SQL skills.
- Includes Oracle 11g database software with each new copy of the textbook.

### Table of Contents

1. Overview of Database Concepts.
2. Basic SQL SELECT Statements.
3. Table Creation and Management.
4. Constraints.
5. Data Manipulation and Transaction Control.
6. Additional Database Objects.
7. User Creation and Management.
8. Restricting Rows and Sorting Data.
9. Joining Data from Multiple Tables.
10. Selected Single-Row Functions.
11. Group Functions.
12. Subqueries and Merge.
13. Views.
14. Formatting Readable Output.
15. Exploring SQL Topics in Application Development.

### About the Author

**Joan Casteel** has more than twelve years of experience in application development in various business environments. She has been teaching Oracle development at Tidewater Community College for the past seven years in the Database Specialist curriculum. Joan has authored two textbooks for Course Technology, a part of Cengage Learning.



# FUNDAMENTALS OF NETWORKING AND DATA COMMUNICATIONS, INTERNATIONAL EDITION, SEVENTH EDITION

*Curt White*

ISBN-13: 978-1-133-62648-0

©2013 528 pages

## Features and Benefits

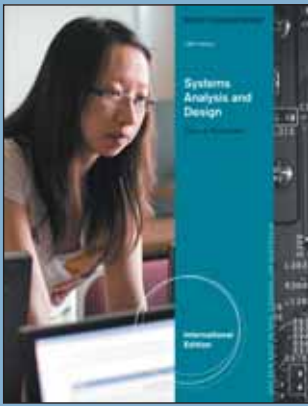
- Thirteen chapters introduce computer networks and data communications and include coverage of the language of computer networks and the effects of data communications on today's society.
- "Details" sections separate highly technical material from the rest of the chapter narrative.
- "In Action" examples demonstrate the chapters' key topics in a realistic work environment.
- "Thinking Outside the Box" exercises at the end of each chapter challenge users to explore ideas beyond those explicitly outlined in the chapter.
- Expanded coverage of the TCP/IP protocol suite and OSI model, discussion of digital and analog signal basics, a section on UTP, a new discussion on 4G cellular, updated WiMax material, an introduction to the Thunderbolt interface, and new examples of FDM and TDM (cell phone systems and cash registers).
- Additional changes include the combination of infrared, ultra-wideband, Zigbee, and free space optics into one section; addition of an updated business multiplexing example; updated material on Ethernet switches; and placement of wireless Ethernet coverage in Chapter 8, Local Area Networks: Software and Support Systems.
- Other new discussions cover General Public License (GPL), cloud storage of data, Unified Communications, information on IP addresses in greater detail, and new certifications requirements.

## Table of Contents

1. Introduction.
2. The Internet.
3. Data Networks.
4. Signal Fundamentals.
5. The Media.
6. Local Area Networks: Part 1.
7. Local Area Networks: Part 2.
8. Making Connections.
9. Multiplexing and Compression.
10. Detecting and Correcting Errors.
11. Other Networks.
12. Security.
13. Design and Management of Networks.

## About the Author

**Curt White** has taught at Wayne State University, Illinois State University, Purdue University–Fort Wayne, and Dominican University, and has been at DePaul University since 1998. Dr. White has published over thirty articles on computer science and computer science education, two chapters in books, and two college textbooks. In 1997, he chaired the ACM SIGCSE's national conference on computer science education, and more recently was the president of the Consortium for Computing Sciences in Colleges



# SYSTEMS ANALYSIS & DESIGN (WITH COURSEMATE WITH MINDTAP READER PRINTED ACCESS CARD) INTERNATIONAL EDITION, TENTH EDITION

Harry J. Rosenblatt

ISBN-13: 978-1-285-19248-2

©2014 760 pages



## FEATURES AND BENEFITS

- New Critical Thinking Challenge feature helps students develop perception, organization, analysis, problem-solving, and decision-making skills that they will need in the workplace.
- New set of Video Learning Session tasks provides added value for this key feature, and challenges students to develop training materials in a real-life context.
- New CASE Tool Workshop feature focuses on basic CASE skills that students can practice, using Visible Analyst® or another tool.
- New end-of-chapter content includes a major revision of Chapter Exercises, Apply Your Knowledge, and all Case Studies.
- Updated material on cloud computing, Web 2.0, client/server architecture, e-commerce, wireless standards, and much more.
- Multi-method coverage, including traditional, object-oriented, and agile techniques.
- Real-world simulation with online case study that includes email and voice mail messages.
- Eighteen Video Learning Sessions (VLS), available via CourseMate, enhance the textbook and explain important systems analysis skills and concepts in a format that best suits today's visual learners.
- Toolkit with four cross-functional tools with basic skills students will need on the job.

## TABLE OF CONTENTS

### HASE I: SYSTEMS PLANNING.

1. Introduction to Systems Analysis and Design.
2. Analyzing the Business Case.
3. Managing Systems Projects.

### PHASE II: SYSTEMS ANALYSIS.

4. Requirements Modeling.
5. Data and Process Modeling.
6. Object Modeling.
7. Development Strategies.

### PHASE III: SYSTEMS DESIGN.

8. User Interface Design.
9. Data Design.
10. System Architecture.

### PHASE IV: SYSTEMS IMPLEMENTATION.

11. Managing Systems Implementation.

### PHASE V: SYSTEMS SUPPORT AND SECURITY.

12. Managing Systems Support and Security.

The systems analyst's toolkit.

Toolkit Part A: Communication Tools.

Toolkit Part B: CASE Tools.

Toolkit Part C: Financial Analysis Tools.

Toolkit Part D: Internet Resource Tools.

Glossary/Index.

## ABOUT THE AUTHOR

Harry J. Rosenblatt is a professor of information systems at College of the Albemarle in Elizabeth City, North Carolina. His background is in management and computer systems consulting. He has co-authored the last six editions of the Shelly Cashman *Systems Analysis and Design* textbook.



# INTRODUCTION TO SYSTEMS ANALYSIS AND DESIGN: AN AGILE, ITERATIVE APPROACH INTERNATIONAL EDITION SIXTH EDITION

*John Satzinger, Robert Jackson, Stephen Burd*

ISBN-13: 978-1-111-97226-4

©2012 576 pages



## Features and Benefits

- To provide an overall text length that is manageable for your course, the authors have reduced the number of chapters in this edition from 17 to 14 chapters. Additional, optional coverage is included in online chapters for easy reference.
- Each chapter weaves proven, hands-on practice into every section, giving your students an opportunity to immediately apply concepts.
- New content addresses adaptive (agile) development and project management for adaptive projects; activity diagrams; use case descriptions; as well as class, sequence, and state diagrams. Streamlined coverage also emphasizes critical topics related to ER models.
- Four all-new continuing cases provides comprehensive opportunities for students to practice newly acquired skills.
- Updates reflect the latest developments in Microsoft® Project 2010.
- Modeling skills are enhanced with the use of Microsoft® Visio 2010.
- This edition's interactive MIS CourseMate online resources provide learning, study, and exam preparation tools as well as an interactive eBook to reinforce concepts presented in this printed edition. In addition, new Engagement Tracker provides a first-of-its-kind tool to help you monitor daily student engagement in your course.

## About the Authors

**John Satzinger** is a Professor in the Computer Information Systems department at Missouri State University. With more than 15 years of teaching and research experience at leading CIS and MIS university programs, Dr. Satzinger's interests and specialties include systems analysis and design, graphical user interface design, object-oriented development, and database and client-server development.

**Robert Jackson** is a retired member of the faculty of the Information Systems Department at Brigham Young University. He has researched, published, and taught in the areas of object-oriented systems development, e-commerce, Web systems, project management, and information systems education.

**Stephen Burd** *Please see page 21.*

## Table of Contents

### Part I: AN INTRODUCTION TO SYSTEMS DEVELOPMENT.

1. From Beginning to End: An Overview of Systems Analysis and Design

### Part II: SYSTEMS ANALYSIS ACTIVITIES.

2. Investigating System Requirements.
3. Use Cases.
4. Domain Modeling.
5. Extending the Requirements Models.

### Part III: ESSENTIALS OF SYSTEMS DESIGN.

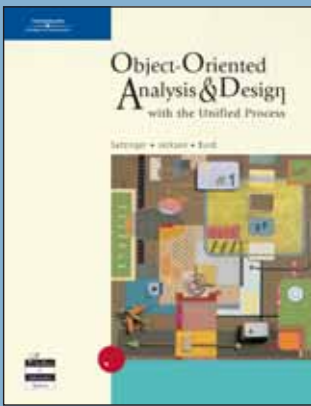
6. Essentials of Design and the Design Discipline.
7. Designing User and Systems Interfaces.

### Part IV: PROJECTS AND PROJECT MANAGEMENT.

8. Approaches to System Development.
9. Project Planning and Project Management.

### Part V: ADVANCED DESIGN AND DEPLOYMENT CONCEPTS.

10. Object-Oriented Design: Principles.
11. Object-Oriented Design: Use Case Realizations.
12. Databases, Controls and Security.
13. Making the System Operational.
14. Current Trends in Systems Development.



# OBJECT-ORIENTED ANALYSIS & DESIGN WITH THE UNIFIED PROCESS

*John Satzinger, Robert Jackson, Stephen Burd*

ISBN-13: 978-0-619-21643-6

©2005

608 pages

## Features and Benefits

- Covers analysis and design in an exclusively object-oriented approach.
- Based on the proven pedagogy and approach of the authors' "Changing World" text.
- Integrates two running cases using the Rocky Mountain Outfitters Corporation and Reliable Pharmaceuticals for students to present and apply business concepts.
- Highlights "Best Practices" throughout each chapter to give students concrete examples of what concepts to apply in business environments.

## Table of Contents

### Part One: System Development and the Unified Process

1. The World of the Modern Systems Analyst
2. Object-Oriented Development and the Unified Process
3. Project Management and the Inception Phase

### Part Two: Modeling and the Requirements Discipline

4. Business Modeling and Requirements Activities
5. Use Cases and Domain Models
6. Use Case Modeling

### Part Three: The Design Discipline

7. Design Activities and Environments
8. Use Case Realization in an Iteration
9. Advanced Design Principles and Patterns
10. Designing the Data Access Layer
11. Designing the User Interface Layer
12. Designing System Interfaces, Controls, and Security

### Part Four: Implementation, Test, and Deployment Disciplines

13. Making the System Operational
14. Agile Development

## About the Authors

**John Satzinger** *Please see page 20.*

**Robert Jackson** *Please see page 20.*

**Stephen Burd** is an associate professor at the University of New Mexico, where he has been teaching courses in management information systems, networks, databases, and hardware/software since 1984. He received his bachelor's and master's degrees at the University of Baltimore, and his Ph.D. from Purdue University, and has authored more than seven top-selling textbooks for Course Technology.



# PRINCIPLES OF INFORMATION SECURITY INTERNATIONAL EDITION FOURTH EDITION

*Michael E. Whitman, Herbert J. Mattord*

ISBN-13: 978-1-111-13823-3

©2012

656 pages

**NEW EDITION IN NOVEMBER 2014**

## Features and Benefits

- Enhanced section on Security Models and Standards, including access control models, Bell-LaPadula, Biba, and others, as well as enhanced coverage of NIST and ISO standards.
- New content on Security Governance adds depth and breadth to the topic.
- Updates on the newest laws and a host of identity theft bills.
- Includes a new section on addressing the methods and results of systems certification and accreditation in accordance with federal guidelines.
- Up-to-date examples and references maintain currency and relevance.
- Conforms fully to CNSS Training Standard 4011, which allows federal recognition of programs based on this book.
- Uses examples of information security issues, tools and practices implemented in today's businesses, fostering real-world application.
- Includes Off-Line boxes with sidebar articles for further study, and Technical Details boxes that separate highly technical information from the chapter narrative for easier reading.
- Contains updated managerial content to provide general, yet valuable information, without bogging your students down with extraneous, highly specific details.

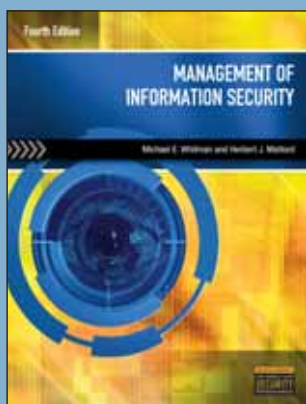
## Table of Contents

1. Information Security: An Introduction.
2. Why Security is Needed.
3. Professional, Legal, and Ethical Issues in Information Security.
4. Risk Management.
5. How to Plan for Security.
6. Security Technology: Wireless, VPNs, and Firewalls.
7. Security Technology: Prevention Systems, Intrusion Detection, and Other Security Tools.
8. Cryptography.
9. Physical Security.
10. How to Implement Information Security.
11. Personnel and Security.
12. Maintenance of Information Security and eDiscovery.

## About the Authors

**Michael E. Whitman, Ph.D., CISM, CISSP** is a professor of information systems and security in the CSIS department at Kennesaw State University, where he also serves as director of the KSU Center for Information Security Education and coordinator for the Bachelor of Science in Information Security and Assurance program. Dr. Whitman is an active researcher in information security, fair and responsible use policies, ethical computing, and information systems research methods. He currently teaches graduate and undergraduate courses in information security and data communications and is an active member of various professional associations. Dr. Whitman has published articles in the industry's top journals and co-authored a number of books in the field published by Course Technology.

**Herbert J. Mattord, MBA, CISM, CISSP** gained 24 years of IT industry experience as an application developer, database administrator, project manager, and information security practitioner before joining the faculty at Kennesaw State University in 2002. During his career as an IT practitioner, Mattord served as manager of corporate information technology security at Georgia-Pacific Corporation, where he acquired much of the practical knowledge presented in this textbook. He currently teaches undergraduate courses in information security, data communications, local area networks, database technology, project management, and systems analysis and design.



# MANAGEMENT OF INFORMATION SECURITY FOURTH EDITION

Michael E. Whitman, Herbert J. Mattord

ISBN-13: 978-1-285-06229-7

©2014

576 pages



## Features and Benefits

- Full coverage of the newly released National Initiative for Cybersecurity Education (NICE) standards with instructor support for mapping the text to this standard.
- Enhanced content on Governance, Risk Management and Compliance (GRC), Contingency Planning and Incident Response, and Policy Management.
- In-depth discussion of controls and control selection based on COBIT 5.
- Expanded treatment on security convergence and the evolution of joint physical and logical security programs.
- Updated presentation of the laws, regulations and ethical perspectives on information security topics.
- Detailed coverage in key managerial areas of Information Security Governance such as Access Control Models, Information Security Program Assessments, and Metrics.
- Running case study feature follows a fictional company as it encounters various information security issues, followed by group discussion questions.

## Table of Contents

1. Introduction to Management of Information Security.
2. Planning for Security.
3. Planning for Contingencies.
4. Information Security Policy.
5. Developing the Security Program.
6. Security Management Models.
7. Security Management Practices.
8. Risk Management: Identifying and Assessing Risk.
9. Risk Management: Controlling Risk.
10. Protection Mechanisms.
11. Personnel and Security.
12. Law and Ethics.

## About the Authors

Michael E. Whitman, *Please see page 22.*

Herbert J. Mattord, *Please see page 22.*



# HANDS-ON INFORMATION SECURITY LAB MANUAL FOURTH EDITION

*Michael E. Whitman, Herbert J. Mattord, Andrew Green*

ISBN-13: 978-1-285-16757-2

©2014

592 pages



## Features and Benefits

- This proven, practical manual helps users hone key information security skills through hands-on exercises based on realistic challenges involving Microsoft® Windows® 2000, Windows XP, Windows 7, and Linux.
- This wide-ranging, non-certification-based lab manual includes coverage of scanning, OS vulnerability analysis and resolution, firewalls, security maintenance, forensics, and other topics important for modern information security and networking professionals.
- A chapter on theory provides an overview of each laboratory exercise to help users understand how the exercise works and consider its relation to key principles of information security.
- Throughout the text, labs have been updated with relevant information to reflect operating system changes since the publication of the previous edition, including Microsoft® Windows® 7 and Novell® SUSE® 12 releases.
- The Fourth Edition includes new introductory labs covering virtualization techniques and images, offering users an opportunity to gain experience with key trends and practices affecting today's information security and networking industry.

- Several exercises in the Fourth Edition feature new and updated tools, giving users access to the best and most current resources to complete essential information security and networking tasks.

## Table of Contents

1. Information Security Process Flows.
2. Background and Theory for Lab Exercises.
3. Windows Labs.
4. Linux Labs.

## About the Authors

**Michael E. Whitman** *Please see page 22.*

**Herbert J. Mattord** *Please see page 22.*

**Andrew Green, M.S.I.S.**, is a lecturer of information security and assurance in the CSIS department at Kennesaw State University and a research associate with the KSU Center for Information Security Education and Awareness. He was also one of the principal designers of the Southeast Collegiate Cyberdefense Competition, hosted annually by KSU. Before entering academia full-time, Green worked for 10 years as an information security professional, primarily as a consultant to small and medium-sized businesses, as well as a healthcare IT specialist.



# INFORMATION TECHNOLOGY PROJECT MANAGEMENT WITH CB COURSESMART EBOOK, SEVENTH EDITION

*Kathy Schwalbe*

ISBN-13: 978-981-4591-66-9

©2014



## Features and Benefits

- This edition is fully updated based on the exposure draft of the PMBOK® Guide, Fifth Edition. Up-to-the-minute content describes new processes in detail and provides more specifics and examples of their output.
- Content throughout the text and in Appendix B now reflects the latest changes made in the PMP exam. Most of these updates address the most recent updates throughout the PMBOK® Guide and demonstrate how professional responsibility questions have changed.
- This edition provides an entire new chapter (Ch. 13) Project Stakeholder Management. The 2012 PMBOK® Guide made project stakeholder management a new knowledge area to emphasize its importance.
- Up-to-date research on trends in project management and IT applications development, new examples of projects that went right and wrong, and updated end of chapter materials to include discussion questions and exercises.
- A new Agile case added to Chapter 3 familiarizes students with this quick-paced project management method for software projects.
- New, updated examples from familiar, leading organizations illustrate information technology project management in action.

## Table of Contents

1. Introduction to Project Management.
2. The Project Management and Information Technology Context.
3. The Project Management Process Groups: A Case Study.
4. Project Integration Management.
5. Project Scope Management.
6. Project Time Management.
7. Project Cost Management.
8. Project Quality Management.
9. Project Human Resource Management.
10. Project Communications Management.
11. Project Risk Management.
12. Project Procurement Management.
13. Project Stakeholder Managements.

## Other Available CTE Bundle Option:

*Information Technology Project Management with CourseMate, 7th Edition. 9789814601320*

## About the Author

**Kathy Schwalbe** is a professor in the Department of Business Administration at Augsburg College in Minneapolis. Dr. Kathy Schwalbe teaches courses in project management, problem solving for business, systems analysis and design, information systems projects, and strategic technology. She has also served as an adjunct faculty member at the University of Minnesota, where she taught a graduate-level course in project management in the engineering department. A frequently requested speaker and consultant, Dr. Schwalbe provides training and consulting services to numerous organizations and addresses professionals at several conferences each year. She worked for ten years in industry before entering academia in 1991. Dr. Schwalbe is an active member of PMI. She was named Educator of the Year in 2011 by the Association of IT Professionals. She earned her Ph.D. in Higher Education at the University of Minnesota, her M.B.A. at Northeastern University's High Technology MBA program, and her B.S. in mathematics at the University of Notre Dame.



# CONCEPTS IN ENTERPRISE RESOURCE PLANNING INTERNATIONAL EDITION FOURTH EDITION

*Bret Wagner, Ellen Monk*

ISBN-13: 978-1-111-82041-1

©2013

## Features and Benefits

- The authors incorporate clear, informative screenshots to familiarize readers with software programs and key concepts.
- A variety of useful end-of-chapter questions and exercises test students' mastery of the subject matter periodically and allow for immediate feedback.
- The authors incorporate numerous examples that demonstrate today's leading software, such as SAP, in use
- This edition's continuing case highlights an interesting, realistic company that clearly displays how ERP works when applied to all aspects of a single business.
- All-new sidebar cases highlight practical examples of using ERP in business today.
- Additional coverage of financial statements and product cost planning better prepares students for today's business.

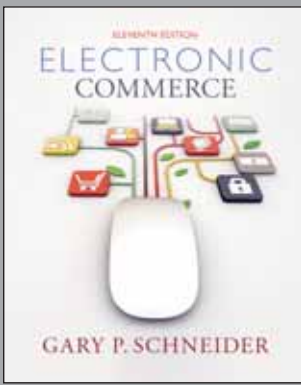
## Table of Contents

1. Business Functions and Business Processes.
2. The Development of Enterprise Resource Planning Systems.
3. Marketing Information Systems and the Sales Order Process.
4. Production and Supply Chain Management Information Systems.
5. Accounting in ERP Systems.
6. Human Resources Processes with ERP.
7. Process Modeling, Process Improvement, and ERP Implementation.
8. ERP and Electronic Commerce.

## ABOUT THE AUTHORS

**Bret Wagner** is associate professor and director of Western Michigan University's Integrated Supply Matrix Management program. Dr. Wagner received his Ph.D. in Operations Management from Michigan State University and has published a number of articles on topics in production planning and scheduling.

**Professor Ellen F. Monk** has been teaching Information Systems at the Lerner College of Business and Economics at the University of Delaware since 1989. Prior to her teaching career, Ms. Monk worked as a chemical engineer for Engelhard Industries and W. R. Grace & Cos Davison Chemical Division.



# ELECTRONIC COMMERCE

## ELEVENTH EDITION

*Gary Schneider*

ISBN-13: 978-1-285-42543-6

©2015 640 pages

COMING SOON!



### Features and Benefits

- This market leader continues to deliver solid coverage of such emerging and expanding issues as first mover advantage and alternative revenue strategies, the use of smart phones in online business, the role of branding in online sales, social networking, mobile commerce, developments in microlending, online customer relationship management tools, and much more.
- Using actual business cases--such as those found in the intriguing "Learning from Failure" boxed feature--the text captivates students with real-world examples of successful and unsuccessful online business strategies while offering insight into the struggles, accomplishments, and excitement of e-commerce.
- Expanded coverage illustrates how social media are effectively used in online marketing strategies.
- New discussions focus on emerging issues in technology-enabled outsourcing.
- The latest developments in online payment processing systems are covered in detail.

### Table of Contents

#### PART I: INTRODUCTION.

1. Introduction to Electronic Commerce.
2. Technology Infrastructure: The Internet and the World Wide Web.

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3. Selling on the Web.
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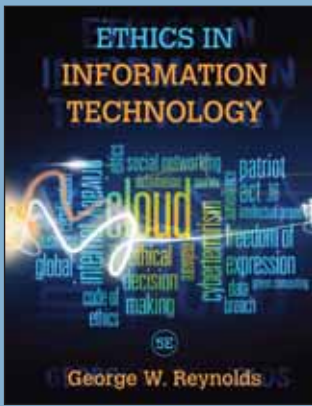
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