



Information Technology for Management: Improving Strategic and Operational Performance

Efraim Turban, Linda Volonino

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Up-to-date coverage on how new technology is changing the way organizations operate and compete

Every day, new technology influences how organizations operate and compete in the current global environment, and this updated edition of a classic provides authoritative and streamlined coverage of this evolving topic. High-profile topics are discussed, such as social networks, green IS, and business intelligence, and global examples span a wide range of subject matter. You'll explore IT governance, connectivity that blurs public and private lives, sustainability, enterprise social media, and viral and social marketing.

- Offers completely updated coverage on the evolving topic of the way organizations operate and compete in the current global environment
- Addresses issues involving social networks, green IS, and business intelligence
- Features real-world examples that deal with international issues

Packed with real-world examples and coverage of international topics, *Information Technology for Management, Eighth Edition*, is critical reading for anyone involved in this field.

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