Essentials of Geographic Information Systems

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Kenneth C. Laudon,Jane Price Laudon

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the latest IS topics and examples to the forefront clearly demonstrating the emphasis today s organizations place on innovation and speed Seasoned authors Ralph Stair and George Reynolds are joined by Thomas Chesney Nottingham University Business School and together they weave the fundamentals of managing information systems into an understandable and engaging text that is mapped specifically to the requirements of students studying in the United Kingdom Europe the Middle East and Africa Its concise overview of IS provides readers with the knowledge they need to function more effectively as workers managers decision makers and organizational leaders in business today This textbook is autopackaged with Coursemate CourseMate brings course concepts to life with interactive learning study and exam preparation tools that support the printed textbook and the textbook specific website CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes flashcards videos and more and an EngagementTracker a first of its kind tool that monitors student engagement in the course   Essentials of Information Systems C. E. Tapie Rohm,Walter T. Stewart,1988

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