

Librería
Bonilla y Asociados
desde 1950



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Sinopsis

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A major revision of a highly respected text that has sold over 250,000 copies, this book teaches that the major role of IT is to provide enterprises with strategic advantage by facilitating problem solving, increasing productivity and quality, improving customer service, enhancing communication and collaboration, and enabling business process restructuring.

By taking a practical, managerial-oriented approach, the book demonstrates how IT is a critical success factor in enterprise operations and critical to their survival. Designed for all business majors, this book covers the basic tools and technologies, as well as emphasizing innovative uses of technology. Integrated throughout is how IT, including the use of social computing, mobile computing, the Web, intranets, etc, changes how business is done in almost all enterprises.