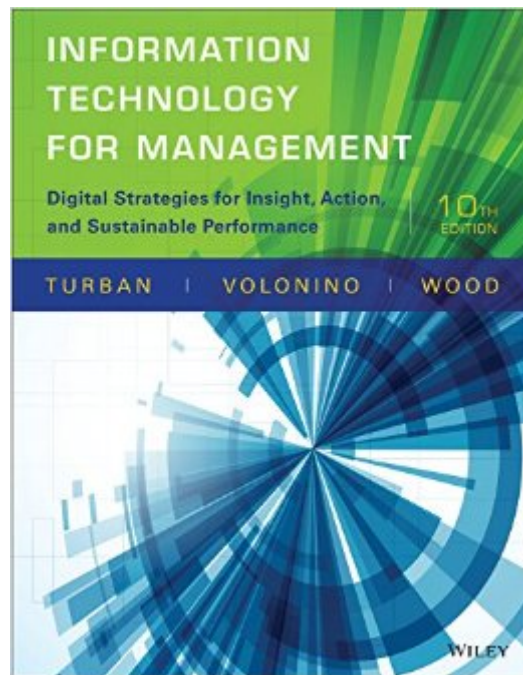


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Information Technology For Management: Digital Strategies For Insight, Action, And Sustainable Performance



Synopsis

Information Technology for Management by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today. Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 10th Edition continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology.

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I don't know what to say other than I hate it- and I'm a techie! The subject matter (one I'm totally interested in by the way) was very hard to follow. Dull and lifeless. I couldn't believe that chapter after chapter this book failed to capture my attention, and I found myself becoming distracted...again and again. I put it down for a while and started reading another book by another author concerning the same subject and was almost immediately IMMERSED. I'd read through 6 chapters before I realized what I'd done. I'm guessing it's the writing styles that differ so much.

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Is a really good book, with a lot of case studies and useful information

All good about this purchase.

Book is a great overview of technology coupled with many case studies.

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