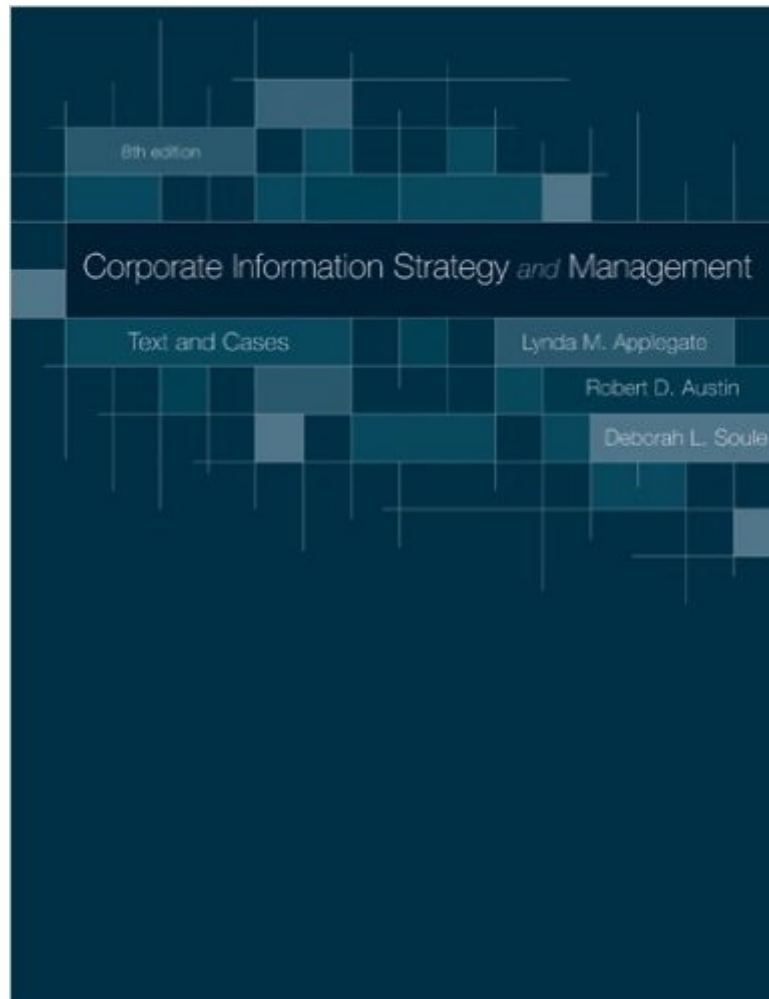


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Corporate Information Strategy And Management: Text And Cases



Synopsis

Corporate Information Strategy and Management: Text and Cases 8/e by Applegate, Austin, and Soule is written for students and managers who desire an overview of contemporary information systems technology management. This new edition examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. The author's objective is to provide readers with a better understanding of the influence of twenty-first century technologies on business decisions. The 8th edition discusses today's challenges from the point of view of the executives who are grappling with them. This text is comprised of an extensive collection of Harvard Business cases devoted to Information Technology.

Book Information

Hardcover: 528 pages

Publisher: McGraw-Hill Education; 8 edition (December 22, 2008)

Language: English

ISBN-10: 0073402931

ISBN-13: 978-0073402932

Product Dimensions: 8.5 x 1 x 9.4 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (32 customer reviews)

Best Sellers Rank: #52,112 in Books (See Top 100 in Books) #26 in [Books > Computers & Technology > Business Technology > Management Information Systems](#) #59 in [Books > Business & Money > Management & Leadership > Information Management](#) #749 in [Books > Textbooks > Computer Science](#)

Customer Reviews

I really don't know what to say about this book that hasn't been said already. You will loathe its perpetual and continuous use of buzzwords and useless, high-level diction used to explain simple concepts. I felt that most of the time, each segment in each chapter was trying to explain a topic that could have been stated in about 3 sentences, but they were trying to make those 3 sentences into 3 pages, so they loaded it up with a bunch of terms like "specialized enterprise solutions" and "defining strategic direction and operation". By themselves, those phrases aren't too bad, but when you have 20 pages with them over and over again and maybe 3 sentences worth of actual information, you will find yourself wanting to shove this book somewhere...As the others said, once you get past chapter 4, the book becomes a little more technical, which is a good thing because it

means it, by its very nature, can't use as many buzzwords to describe technical things. However it still does a bang up job of using as many as it can to make the textbook longer. It suffers from that thing I like to call "I can't remember what I just read, even though I have just read it 3 times". As another reviewer stated, the authors do continuously references their own previous work in every single chapter. However, since i never really cared to read the references, it didn't bother me, but it would explain why there is so much fluff and no real substance. Had the authors ventured out and actually gathered some information from a non-ivy league school, this book might have read easier. I too wanted to gauge my eyes out. I hate books that are like this.

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