Introduction To Information Systems

SIXTEENTH EDITION | Marakas O'Brien
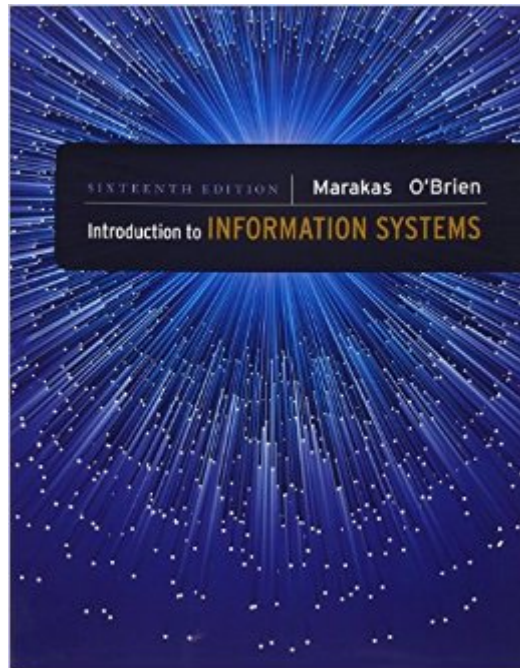
Introduction to INFORMATION SYSTEMS

Synopsis

The benchmark text for the syllabus organized by technology (a week on databases, a week on networks, a week on systems development, etc.) taught from a managerial perspective. Oâ ™Brien defines technology and then explains how companies use the technology to improve performance. Real world cases finalize the explanation.

Book Information

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Customer Reviews

I had to get this for a class. It comes as loose leaf bundle of paper that has no resale value.The authors are stuck in the land that IT forgot. This is an old book with a couple references to "new" technology thrown in to justify a new edition. They talk a lot about mainframes, microcomputer workstations, and modems. A few fun quotes about "Information Appliances" from page 91:"cellular phones and pagers...promise internet access and the ability to perform basic computational chores.""the RIM BlackBerry, a small, pager-sized device that can perform all of the common PDA functions, plus act as a fully functional mobile telephone...doesn't even have a visible antenna.""new entrants to this field...the iPhone essentially combines three products--a revolutionary mobile phone, a wide-screen iPod music and video player..."I paid $140 for this book to find out that that Apple makes a phone that plays music?

I have a Kindle fire hd and have downloaded this book for my college class. I really enjoy having this book in this form since I can search, highlight, and check definitions of terms I might not know. If you

have the option to download it I would suggest doing so. I am not sure about the loose leaf version from what I have read that thing is a nightmare. If you are looking at this book then you more than likely having to buy it (or rent if able I buy main class's books) for class and if you have a kindle hd (cause I have heard the other ones do not zoom in so well) and enjoy books on your pad then why would you not. You get it that day and you know what you can do with it. To tell you the truth I only bought a kindle to be able to buy my college books in this form.

This book is just what it claims to be--an introduction to information systems. There is not a tremendous amount of detail here, but I believe there is enough to give the reader a good idea of the concepts involved. At times, the author does seem to carry on more than is needed, and often you can understand the concept of a chapter very well just by reading the sentences containing the bold words. The best part of the book, in my opinion, is the use of real-world examples, to show how the concepts discussed are being put into use, and how they have benefited real-life companies.Chances are, if you're buying this book, it's for a college level course. I am a non-business major, and this book was part of a class I took as a general education credit. For this, I think the book is adequate, because it gives a decent introductions into IS without a lot of details. BIS majors, however, will not benefit a great deal from this book, as everything is so basic that it will be of little benefit to someone serious about working with information systems.

Introduction to Information Systems is the book that we are using in my 300 level Business Class in college. I found this book to be well illustrated and informative. It has some information that I have covered in earlier computer classes, but with a litter more in depth knowledge. I have found that the Summary at the end of each Chapter covers the main points, but leaves out some important information. I have found the Review Quiz at the end of each Chapter to be most helpful study tool. The book is well illustrated and contains alot of business examples. I think this is a good book for upper level information systems classes.

The Introduction to Information Systems textbook was used in my 300 level Business Information Systems class. The text, with it's 13 chapters, has an abundance of information, some of which I have learned in basic computer courses at the freshman level and there are things mentioned that I never knew existed. The key terms are highlighted and easily understood in the context they were written. While studying for tests I found it useful taking the Review Quiz at the end of each chapter. i also like the Real World Case Studies throughout each chapter in the textbook. When you can

associate related information to real companies and the similiar problems they face you gain more than reading a textbook solution. The items I found of little interest or use were the list of selected references at the end of each chapter and some of the figures used in the chapters. The figures used sometimes made understanding the material a little harder. The two suggestions I would like to mention for improving this textbook are the use of more real-life situations throughout each chapter when talking about the complicated terms. Secondly by adding a compact disc (CD) along with the book that would have interactive learning tools and sample test questions. Overall, this book has been a satisfactory learning tool although I would not retain the textbook. With the fast pace of computers and Information Technology (IT) changing so shall the terminology and concepts this textbook now offers. In comparsion to other business related courses and the textbooks they use, also published ny McGraw-Hill, this one is easier to follow and understand.

Read this book for a class I'm taking online. I found it to be quite difficult to read and understand due to the heavy use of acronyms and business only terms. The class I was taking was Intro to Business Information Systems class so I guess I expected less technical terms.

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