



Introduction to Information Systems

By James O'Brien, George Marakas

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O'Brien's Introduction to Information Systems 13e continues to reflect the movement toward enterprise-wide business applications. George Marakas from the University of Kansas joins as a co-author on this new edition. New real world case studies correspond with this curriculum shift. The text's focus is on teaching the general business manager how to use and manage the most current IT technologies such as the Internet, Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, problem solving, and decision-making.

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Editorial Review

About the Author

George M. Marakas is an associate professor of Information Systems at the School of Business at the University of Kansas. His teaching expertise includes Systems Analysis and Design, Technology-Assisted Decision Making, Electronic Commerce, Management of IS Resources, Behavioral IS Research Methods, and Data Visualization and Decision Support. In addition, George is an active researcher in the area of Systems Analysis Methods, Data Mining and Visualization, Creativity Enhancement, Conceptual Data Modeling, and Computer Self-Efficacy. George received his PhD in Information Systems from Florida International University in Miami and his MBA from Colorado State University. Throughout his academic career, George has distinguished himself both through his research and in the classroom. He has received numerous national teaching awards and his research has appeared in the top journals in his field. In addition to this text, he is also the author of three best-selling textbooks in information systems: Decision Support Systems for the 21st Century, Systems Analysis and Design: An Active Approach, and Data Warehousing, Mining, and Visualization: Core Concepts.

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