

## **Bookmark File PDF Information Systems For Managers Piccoli modernh.com**

Business, Technology, and Knowledge Management in Asia: Trends and Innovations  
Information Systems for Managers  
Human Resource Management im Inter- und Intranet  
Quo vadis Wirtschaftsinformatik?  
Essentials of Information Systems for Managers  
Agile Software Development  
Bridging the Socio-technical Gap in Decision Support Systems  
Handbook of Hospitality Strategic Management  
Strategic Information Technology and Portfolio Management  
Information Systems Theory  
big data @ work  
Information Systems for Managers in the Digital Age  
Information Systems for Managers in the Digital Age  
Essentials of Information Systems for Managers  
Encyclopedia of Knowledge Management  
Information Systems for Managers  
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Information Systems for Managers  
Global Business Expansion: Concepts, Methodologies, Tools, and Applications  
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IT-Strategien in Wissenschaft und Praxis  
Databases and Information Systems II  
Structural Equation Modeling Approaches to E-Service Adoption  
ICT Acceptance, Investment and Organization: Cultural Practices and Values in the Arab World  
Human-Computer Interaction and Management  
Information Systems: Applications. Advances in Management Information Systems  
Business Information Systems: Concepts, Methodologies, Tools and Applications  
Human-computer Interaction and Management Information Systems  
Einführung in die Wirtschaftsinformatik  
Information Resources Management: Concepts, Methodologies, Tools and Applications  
Die Wissenschaften vom Künstlichen  
Information Systems Opportunities and Strategic Use of Agribusiness  
Information Systems  
Information and Communication Technologies in Tourism 2017  
Android-Apps mit HTML, CSS und JavaScript  
Information Systems for Managers  
Management von Wasser  
Informationen in der Fleischindustrie  
The Oxford Handbook of Management Information Systems  
Information Systems for Managers  
Digital Innovations for Customer Engagement, Management, and Organizational Improvement  
Encyclopedia of Multimedia Technology and Networking

Agile software development has become an umbrella term for a number of changes in how software developers plan and coordinate their work, how they communicate with customers and external stakeholders, and how software development is organized in small, medium, and large companies, from the telecom and healthcare sectors to games and interactive media. Still, after a decade of research, agile software development is the source of continued debate due to its multifaceted nature and insufficient synthesis of research results. Dingsøyr, Dybå, and Moe now present a comprehensive snapshot of the knowledge gained over many years of research by those working closely with or in the industry. It shows the current state of research on agile software development through an introduction and ten invited contributions on the main research fields, each written by renowned experts. These chapters cover three main issues: foundations and background of agile development, agile methods in practice, and principal challenges and new frontiers. They show the important results in each subfield, and in addition they explain what these results mean to practitioners as well as for future research in the field. The book is aimed at reflective practitioners and researchers alike, and it also can serve as the basis for graduate courses at universities.

Big Data in Unternehmen. Dieses neue Buch gibt Managern ein umfassendes Verständnis dafür, welche Bedeutung Big Data für Unternehmen zukünftig haben wird und wie Big Data tatsächlich genutzt werden kann. Am Ende jedes Kapitels aktivieren Fragen,

selbst nach Lösungen für eine erfolgreiche Implementierung und Nutzung von Big Data im eigenen Unternehmen zu suchen. Die Schwerpunkte – Warum Big Data für Sie und Ihr Unternehmen wichtig ist – Wie Big Data Ihre Arbeit, Ihr Unternehmen und Ihre Branche verändern – – wird – Entwicklung einer Big Data-Strategie – Der menschliche Aspekt von Big Data – Technologien für Big Data – Wie Sie erfolgreich mit Big Data arbeiten – Was Sie von Start-ups und Online-Unternehmen lernen können – Was Sie von großen Unternehmen lernen können: Big Data und Analytics 3.0 Der Experte Thomas H. Davenport ist Professor für Informationstechnologie und -management am Babson College und Forschungswissenschaftler am MIT Center for Digital Business. Zudem ist er Mitbegründer und Forschungsdirektor am International Institute for Analytics und Senior Berater von Deloitte Analytics.

"The objectives of the proposed book are to provide techniques and tools appropriate for building application portfolios and develop strategies that increase financial performance"--Provided by publisher.

Aufgaben der Personalarbeit werden immer häufiger mit Hilfe des Inter- und Intranets durchgeführt. Das Spektrum reicht dabei von der Unterstützung administrativer Aufgaben über strategische Aufgaben des Personalmanagements bis zur Einführung neuer Arbeits- und Organisationsformen. Das Buch stellt die gesamte Spannweite webbasierter Personalarbeit dar und erläutert, wie webbasierte Anwendungen in Organisationen optimal eingesetzt werden können und welche Gestaltungsempfehlungen sich für Anwender und Benutzer ergeben. Außerdem werden konkrete Lösungen für den praktischen Einsatz anhand von Fallbeispielen illustriert. Die einzelnen Themen elektronischer Personalarbeit werden anhand eines Phasenmodells dargestellt. Im ersten Teil zur Auswahl und Platzierung von Mitarbeitern werden Themen wie E-Recruitment, online Job-Börsen, webbasierte Potenzialanalyse und Platzierung in virtuellen Teams behandelt. Die Integration von Mitarbeitern und die Regulation der Zusammenarbeit wird im zweiten Teil mit Themen wie elektronische Kommunikation und Feedbacksysteme, Groupware und Workflowmanagement sowie Führung und Motivierung in virtuellen Teams betrachtet. Der dritte Teil beschäftigt sich schließlich mit der Entwicklung und Förderung von Mitarbeitern. Im Vordergrund stehen hierbei Gebiete wie netzwerkbasierende Mitarbeiterbefragungen, Wissensmanagement und Organisationales Lernen, E-Learning sowie Personal- und Teamentwicklung in virtuellen Gruppen.

(Prior edition was titled ESSENTIALS OF IS FOR MANAGERS)

Der Entwicklung von Strategien in der Informationstechnologie (IT) wird seit Jahren von der Managementpraxis große Bedeutung zugesprochen und auch in der Forschung viel Aufmerksamkeit gewidmet. Als Treiber der Digitalisierung stehen Informationstechnologien inzwischen sogar im Mittelpunkt der Strategiediskussion. Dennoch herrscht wenig Einigkeit darüber, was unter einer IT-Strategie zu verstehen ist. Ziel des vorliegenden Buches ist es, zu einem besseren Verständnis von IT-Strategien beizutragen, indem Konzepte und Inhalte geklärt und im Hinblick auf Praktikabilität und Praxisrelevanz überprüft werden. Das Werk basiert auf einer Habilitationsschrift und ist als Reader konzipiert. Ausgehend von einer Einführung wird ein Überblick über die IT-Strategieforschung von ihren Anfängen bis heute gegeben und es werden relevante Forschungsarbeiten dazu vorgestellt.

Renommierte Wissenschaftler und Praktiker nehmen aus verschiedenen Perspektiven Stellung zu Bedeutung, Positionierung und zukünftiger Ausrichtung der Wirtschaftsinformatik.

Provides commentaries and descriptions of research programs that guides 21st century scholars, graduate students, and industry professionals. This work focuses on applications and evaluations including special case studies, specific contexts or tasks, HCI methodological concerns, and the use and adoption process.

Management Information Systems (MIS) play a crucial role in an organization's operations, accounting, decision-making, project management, and competitive advantage. The Oxford Handbook of Management Information Systems takes a critical and interdisciplinary view of the increasing complexity of these systems within organizations, and the strategic, managerial, and ethical issues associated with the effective use of these technologies. The book is organized into four parts: - Part I: Background - Part II: Theoretical and Methodological Perspectives in MIS - Part III: Rethinking Theory in MIS Practice - Part IV: Rethinking MIS Practice in a Broader Context The Handbook provides expansive coverage of the discipline and a methodological and philosophical framework for discussion of key topics, before exploring the issues associated with MIS in practice and considering the broader context and future agenda of research in light of such concerns as sustainability, ethics, and globalization. Bringing together international scholars to focus on the theory and practice of MIS, this handbook provides a comprehensive resource for academics and research students in the fields of MIS, IS, Organizational Behaviour, and Management in general.

Piccoli's Information Systems for Managers offers an engaging, non-academic style and actionable frameworks to help managers envision how to develop value added IT-dependent strategic initiatives. The version with cases offers an "all in one" book to choose different cases. Each case has extensive notes prepared by the author to help teach a meaningful course. Part III on "The Strategic use of IS" offers unique and useful frameworks that MBAs will be able to put into practice. Two versions provide flexibility and additional chapters on ERP and Business Intelligence/Analytics ad value. The text is well-written with clear examples of the theories and frameworks it introduces as well as great business cases that can be used for discussion to better educate about a subject that is vital to successful managers in the future.

Business Information Systems: Concepts, Methodologies, Tools and Applications offers a complete view of current business information systems within organizations and the advancements that technology has provided to the business community. This four-volume reference uncovers how technological advancements have revolutionized financial transactions, management infrastructure, and knowledge workers.

Over the past several years, digital technologies have reestablished the ways in which corporations operate. On one hand, technology has allowed companies to build a stronger knowledge of its customer base, contributing to better consumer engagement strategies. On the other hand, these technologies have also integrated into the management and daily operations of

companies, resulting in increased performance and organizational improvement. Remaining up to date with the implementation of these cutting-edge technologies is key to a company's continued success. Digital Innovations for Customer Engagement, Management, and Organizational Improvement is an essential reference source that discusses and strategizes the latest technologies and innovations and their integration, implementation, and use in businesses, as well as lifelong learning strategies in a digital environment. Featuring research on topics such as consumer engagement, e-commerce, and learning management systems, this book is ideally designed for managers, business executives, marketers, consumer analysts, IT consultants, industry professionals, academicians, researchers, and students.

Die Wissenschaften vom Künstlichen von Herbert A. Simon gilt seit dem Erscheinen der ersten Ausgabe im Jahr 1969 als "Klassiker" der Literatur zum Thema Künstliche Intelligenz. Simon hat zusammen mit den Computerwissenschaftlern Allen Newell, Marvin Minsky und John McCarthy Mitte der fünfziger Jahre das so bezeichnete - von Alan Turing antizipierte - Forschungsgebiet der Computerwissenschaft und der Psychologie ins Leben gerufen. Seine herausragende, allgemeinverständliche Darstellung von Grundüberlegungen und philosophischen Aspekten der Künstlichen Intelligenz ist heute aktueller denn je, nicht nur wegen der ständig zunehmenden Bedeutung der Forschung und Entwicklung auf diesem Gebiet, sondern auch aufgrund des verbreiteten Mangels an Grundkenntnissen für eine kritische Auseinandersetzung mit der Künstlichen Intelligenz.

Most information systems textbooks overwhelm business students with overly technical information they may not need in their careers. This textbook takes a new approach to the required information systems course for business majors. For each topic covered, the text highlights key "Take-Aways" that alert students to material they will need to remember during their careers. Sections titled "Where You Fit In" and "Why This Chapter Matters" explain how the topics being covered will impact students on the job. Review questions, discussion questions, and summaries are also included. This second edition is updated to include new technology, along with a new running case study. Key features: Single-mindedly for business students who are not technical specialists Doesn't try to prepare IS professionals; other courses will do that Stresses the enabling technologies and application areas that matter the most today Based on the author's real-world experience Up to date regarding technology and tomorrow's business needs This is the book the author-and, more importantly, his students-wishes he had when he started teaching. Dr. Mallach holds degrees in engineering from Princeton and MIT, and in business from Boston University. He worked in the computer industry for two decades, as Director of Strategic Planning for a major computer firm and as co-founder/CEO of a computer marketing consulting firm. He taught information systems in the University of Massachusetts (Lowell and Dartmouth) business schools for 18 years, then at Rhode Island College following his retirement. He consults in industry and serves as Webmaster for his community, in between hiking and travel with his wife.

Im Kontext des globalen Klimawandels wird die Nachhaltigkeit wirtschaftlichen Handelns zunehmend öffentlich diskutiert. Speziell in der Fleischindustrie wird die Nachhaltigkeitskommunikation tendenziell bedeutender. Nichtsdestotrotz ist das Management von Umweltinformationen nur unzureichend automatisiert, und detaillierte Informationen wie bspw. Indikatoren zur

nachhaltigen Nutzung von Wasser werden selten erfasst. Die Forschungsarbeit fokussiert daher das Management von Wasserinformationen als Teilaspekt des Informationsmanagements und verfolgt das Ziel, Herausforderungen, Systemanforderungen und Lösungsansätze für das IT-basierte Management von betrieblichen Wasserinformationen zu erarbeiten. Sie erweitert die bestehende BUIS-Forschung um branchenspezifische Erklärungsansätze, Anforderungen und Lösungsansätze für die Fleisch verarbeitende Industrie sowie um Funktionalitäten zur Ausweisung von produktspezifischen Nachhaltigkeitsindikatoren auf Fleischwaren. Dazu werden sowohl quantitativ wie auch qualitativ empirische Methoden genutzt. Unter anderem werden Faktoren und Herausforderungen zur Ausgestaltung von BUIS-Komponenten bestimmt und verglichen. Dabei wird festgestellt, dass branchenspezifische Adaptionshindernisse und Gestaltungsanforderungen bestehen. Zur Bemessung des Einflusses, den die Ausgestaltung von BUIS auf deren Adaption hat, wird desweiteren ein Erklärungsmodell erstellt. Die Erkenntnisse dieser Analysearbeiten werden zur Ausarbeitung von idealtypischen Lösungsansätzen zur produktspezifischen Ausweisung von Water Footprints genutzt.

"This book highlights the efforts and developments in the fields of Asian studies as well as its intentional role in IT and management within the constant growing business market"--Provided by publisher.

"This work is a comprehensive, four-volume reference addressing major issues, trends, and areas for advancement in information management research, containing chapters investigating human factors in IT management, as well as IT governance, outsourcing, and diffusion"--Provided by publisher.

The overall mission of this book is to provide a comprehensive understanding and coverage of the various theories and models used in IS research. Specifically, it aims to focus on the following key objectives: To describe the various theories and models applicable to studying IS/IT management issues. To outline and describe, for each of the various theories and models, independent and dependent constructs, reference discipline/originating area, originating author(s), seminal articles, level of analysis (i.e. firm, individual, industry) and links with other theories. To provide a critical review/meta-analysis of IS/IT management articles that have used a particular theory/model. To discuss how a theory can be used to better understand how information systems can be effectively deployed in today's digital world. This book contributes to our understanding of a number of theories and models. The theoretical contribution of this book is that it analyzes and synthesizes the relevant literature in order to enhance knowledge of IS theories and models from various perspectives. To cater to the information needs of a diverse spectrum of readers, this book is structured into two volumes, with each volume further broken down into two sections. The first section of Volume 1 presents detailed descriptions of a set of theories centered around the IS lifecycle, including the Success Model, Technology Acceptance Model, User Resistance Theories, and four others. The second section of Volume 1 contains strategic and economic theories, including a Resource-Based View, Theory of Slack Resources, Portfolio Theory, Discrepancy Theory Models, and eleven others. The first section of Volume 2 concerns socio-psychological theories. These include Personal Construct Theory, Psychological Ownership, Transactive Memory, Language-Action Approach, and nine others. The second section of Volume 2 deals with methodological theories, including Critical Realism, Grounded Theory,

Narrative Inquiry, Work System Method, and four others. Together, these theories provide a rich tapestry of knowledge around the use of theory in IS research. Since most of these theories are from contributing disciplines, they provide a window into the world of external thought leadership.

With the modernization of services offered through the internet, many traditional face-to-face services have adopted new e-service phenomena. Especially prevalent among the younger generations, this change in service has promoted many industries to rethink how to best reach their consumers using modern technology. Structural Equation Modeling Approaches to E-Service Adoption is a pivotal reference source that aims to share the latest empirical research findings within technology acceptance, information systems, information technology, human-computer interaction, and management information systems. While highlighting topics such as e-commerce, internet banking, and technology acceptance, this publication explores the understanding of today's e-services in a dynamic and complex environment, as well as the methods within the field of information systems and information technologies. This book is ideally designed for academics, students, managers, and scholars interested in the up-and-coming research surrounding the field of information technology.

Presents the advances in decision support theory and practice with a focus on bridging the socio-technical gap. This book covers a wide range of topics including: Understanding DM, Design of DSS, Web 2.0 Systems in Decision Support, Business Intelligence and Data Warehousing, Applications of Multi-Criteria Decision Analysis, and more.

"This book is a unique source of information outlining the importance of Information Communication Technology (ICT) adoption and diffusion, covering the Arab world's strong need for access to information systems, while still paying close attention to their culture and localization of practices"--Provided by publisher.

As businesses seek to compete on a global stage, they must be constantly aware of pressures from all levels: regional, local, and worldwide. The organizations that can best build advantages in diverse environments achieve the greatest success. Global Business Expansion: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on the emergence of new ideas and opportunities in various markets and provides organizational leaders with the tools they need to be successful. Highlighting a range of pertinent topics such as market entry strategies, transnational organizations, and competitive advantage, this multi-volume book is ideally designed for researchers, scholars, business executives and professionals, and graduate-level business students.

Informationsmanagement ist das auf Information und Kommunikation gerichtete Leitungshandeln in Organisationen, also alle Führungsaufgaben, die sich mit Information und Kommunikation befassen. In diesem Lehr- und Handbuch werden in 44 Lerneinheiten die Grundlagen und Aufgaben des Informationsmanagements und die Methoden dargestellt, die zur Unterstützung der Aufgabenerfüllung geeignet sind. Vier Forschungsfallstudien zeigen Ergebnisse wissenschaftlicher Arbeit zu diesem Teilgebiet

der Wirtschaftsinformatik, die auch für die Lösung von IT-Problemen in der Praxis relevant sind. Die Lerneinheiten sind klar und einheitlich strukturiert: Lernziele, Definitionen der Kernbegriffe und Kontrollfragen erleichtern das Selbststudium; der Lernstoff ist in didaktisch sinnvolle Abschnitte gegliedert und wird durch Abbildungen veranschaulicht; Forschungsbefunde belegen seine wissenschaftliche und praktische Bedeutung; Praxisbeispiele beschreiben Probleme und Problemlösungen; Vertiefungsliteratur, Informationsmaterial und einschlägige Normen ermöglichen eine weiterführende Beschäftigung mit dem Lernstoff. Dieses Lehr- und Handbuch richtet sich nicht nur an Studierende wirtschaftswissenschaftlicher und technischer Studiengänge, insbesondere Wirtschaftsinformatik, Betriebswirtschaftslehre und Informatik, sondern auch an IT-Führungskräfte. Die Website <http://www.informationsmanagement-buch.org> enthält umfangreiches Zusatzmaterial und gibt Studierenden und Praktikern die Möglichkeit, Hinweise zur Ergänzung und Verbesserung des Buches zu geben sowie über aktuelle Fragen des Informationsmanagements zu diskutieren.

This book presents state-of-the-art research into the application of information and communication technologies to travel and tourism. The range of topics covered is broad, encompassing digital marketing and social media, mobile computing and web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment, and the sharing economy. There is a particular focus on the development of digital strategies, the impact of big data, and the digital economy. In addition to the description of research advances and innovative ideas, readers will find a number of informative industrial case studies. The contents of the book are based on the 2017 ENTER eTourism conference, held in Rome. The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism.

(Prior edition was titled ESSENTIALS OF IS FOR MANAGERS)

The two versions of Piccoli: a second edition of IS for Managers: Text and Cases and a first edition of a text only version, titled Essentials of IS for Managers offer an engaging, non-academic style and actionable frameworks to help readers develop value added IT-dependent strategic initiatives. The version with cases offers an "all in one" book for those who don't want to choose their own cases. Each case has extensive notes prepared by the author to help teach a meaningful course. Part III on "The Strategic use of IS" offers unique and useful frameworks that MBAs will be able to put into practice.

"This encyclopedia offers a comprehensive knowledge of multimedia information technology from an economic and technological perspective"--Provided by publisher.

Due to such factors as poor economic conditions, climate change, and conflict, food security remains an issue around the world and especially in developing nations. Rapid changes in technology over the last decade has brought a renewed focus on how information and communication technologies (ICTs) and application systems are deployed to improve rural competitiveness.

Unfortunately, agricultural stakeholders in developing countries, particularly in Africa, have not been able to reap comparable benefits from adopting agricultural information systems as compared to their counterparts in the developed economies. Understanding the challenges that hinder the effective adoption of agricultural information systems and identifying opportunities or innovations is imperative to improve the agricultural sectors and overcome the problems in these developing economies. *Opportunities and Strategic Use of Agribusiness Information Systems* is an essential reference book that examines the key challenges that hinder the effective adoption of agricultural information systems. Moreover, it identifies and evaluates opportunities for the strategic deployment of ICTs and information systems to drive agricultural development for the benefit of agricultural sector stakeholders in emerging countries. While highlighting such topics as agricultural entrepreneurship, food value chain, and innovation systems, it is intended to provide sound and relevant frameworks and tools that will aid agricultural industry practitioners, smallholder farmers, and managers of agricultural extension systems looking to make more effective and responsible decisions when selecting, planning, deploying, and managing agribusiness information systems. It is additionally targeted for agricultural funding organizations, government policymakers, academicians, researchers, and students concerned with exploiting the potential of a variety of ICTs and information systems in the quest to achieve food security and poverty reduction in emerging economies.

*Handbook of Hospitality Strategic Management* provides a critical review of mainstream hospitality strategic management research topics. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing strategic management research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. This book covers all aspects of strategic management in hospitality. The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

Databases and database systems in particular, are considered as kernels of any Information System (IS). The rapid growth of the web on the Internet has dramatically increased the use of semi-structured data and the need to store and retrieve such data in a database. The database community quickly reacted to these new requirements by providing models for semi-structured data and by integrating database research to XML web services and mobile computing. On the other hand, IS community who never than before faces problems of IS development is seeking for new approaches to IS design. Ontology based approaches are gaining popularity, because of a need for shared conceptualisation by different stakeholders of IS development teams. Many web-based IS would fail without domain ontologies to capture meaning of terms in their web interfaces. This volume contains revised versions of 24 best papers presented at the 5th International Baltic Conference on Databases and Information Systems (BalticDB&IS'2002). The conference papers present original research results in the novel fields of IS and databases such as web IS, XML and databases, data mining and knowledge management, mobile agents and databases, and UML based IS development methodologies. The book's intended readers are researchers and practitioners who are interested in advanced topics on databases and IS.

"This encyclopedia is a research reference work documenting the past, present, and possible future directions of knowledge



management"--Provided by publisher.

"Human-Computer Interaction and Management Information Systems: Applications" offers state-of-the-art research by a distinguished set of authors who span the MIS and HCI fields. The original chapters provide authoritative commentaries and in-depth descriptions of research programs that will guide 21st century scholars, graduate students, and industry professionals. Human-Computer Interaction (or Human Factors) in MIS is concerned with the ways humans interact with information, technologies, and tasks, especially in business, managerial, organizational, and cultural contexts. It is distinctive in many ways when compared with HCI studies in other disciplines. The MIS perspective affords special importance to managerial and organizational contexts by focusing on analysis of tasks and outcomes at a level that considers organizational effectiveness. With the recent advancement of technologies and development of many sophisticated applications, human-centeredness in MIS has become more critical than ever before. This work focuses on applications and evaluations including special case studies, specific contexts or tasks, HCI methodological concerns, and the use and adoption process.

Uncovers the role technology plays in the growth and success of a firm for the non IT personnel. This book helps you learn how to evaluate the information technology and trends from a strategic, non technical standpoint. It also teaches you how to effectively communicate with IS professionals about specific implementations for strategic purposes.

Android rockt: immer mehr Android-Geräte der unterschiedlichsten Formen und Grössen kommen auf den Markt. Das bedeutet für Entwickler natürlich einerseits einen wachsenden Markt. Andererseits bedeuten mehr Gerätetypen auch mehr zu berücksichtigende Unterschiede im Code. Dieser Fragmentierung können Sie begegnen, indem Sie Ihre Apps mit Standard-Webtechnologien erstellen.

Die Informations- und Kommunikationstechnik ist heute ein allgegenwärtiger Teil unseres privaten und geschäftlichen Lebens geworden. Diese tiefgreifende Veränderung von Wirtschaft und Gesellschaft entspricht den Auswirkungen der vergangenen industriellen Revolution. Dieses Lehrbuch bricht bewusst mit den traditionellen Ausbildungskonzepten der Wirtschaftsinformatik. Aus dem Blickwinkel des Digital Native werden die Wirkungsweisen der Informations- und Kommunikationstechnik erklärt. Der Mensch als privater und beruflicher Nutzer der Informations- und Kommunikationstechnik steht im Mittelpunkt, nicht mehr das Unternehmen. Zahlreiche Fallbeispiele und Experteninterviews erläutern die Ausführungen. Lernziele, Kontrollfragen und vertiefende Übungen runden dieses Lehrbuch ab. In dem vorliegenden ersten Band steht das Verstehen des digitalen Zeitalters im Vordergrund. In Band 2 werden die Grundlagen zum Gestalten des digitalen Zeitalters beschrieben.

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