M: Information Systems with Connect Plus

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The visual impact of the magazine format will win students over quickly. They'll love the price. And the fascinating, sometimes hard-to-believe real examples will keep them reading. Baltzan and Phillips approach discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student's level, and applies them using a hands-on approach to reinforce the concepts. **M: Information Systems** provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. **M: Information Systems** is designed to give students the ability to understand how information technology can be a point of strength in an organization.

The story behind M:
We have heard over and over again that the modern learner has a completely new and different set of needs from a learning package. These new 'digital natives' have developed cognitive thinking patterns that are different from those of earlier generations of students. It's important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. **M: Information Systems** accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the **visual and technology component** of the product offering (Connect Interactives), while the text remains a (important) supporting tool for their learning in the course. Students today are used to **active learning experiences** which is what **M: Information Systems** provides. The book in combination with the Interactives in Connect MIS provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to **feedback and 'payoff'** - Connect MIS provides these interactive rewards for learning the course content. For instructors opting not to adopt Connect MIS, **M: Information Systems** will still appeal to this generation of students looking for a quick read and insight that is also entertaining.

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From reader reviews:

Lawrence Rector:

A lot of people always spent their free time to vacation or perhaps go to the outside with them household or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or perhaps playing video games all day long. If you need to try to find a new activity here is look different you can read any book. It is really fun for you personally. If you enjoy the book you read you can spent the entire day to reading a book. The book M: Information Systems with Connect Plus it doesn't matter what good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. Should you did not have enough space to create this book you can buy often the e-book. You can m0ore simply to read this book from a smart phone. The price is not to cover but this book features high quality.

John Caldwell:

Exactly why? Because this M: Information Systems with Connect Plus is an unordinary book that the inside of the publication waiting for you to snap that but latter it will zap you with the secret this inside. Reading this book alongside it was fantastic author who have write the book in such awesome way makes the content interior easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of gains than the other book include such as help improving your skill and your critical thinking means. So , still want to hold off having that book? If I had been you I will go to the e-book store hurriedly.

Sandra Phillips:

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