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Business Driven Technology



Synopsis

Unlike any other MIS textbook franchise, our Baltzan texts (Business Driven Technology, Business Driven Information Systems and M: Information Systems) discuss various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion in these texts first addresses the business needs and then addresses the technology that supports those needs. Business Driven Technology 6e offers you the flexibility to customize your course according to your needs and the needs of your students by covering only essential concepts and topics in the five core units with 20 chapters, while providing additional in-depth coverage in the 20 business and the 12 technology plug-ins. Business Driven Technology 6e provides the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course! Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case study exercises. We realize that instructors today require the ability to cover a blended mix of topics in their courses. While some instructors like to focus on networks and infrastructure throughout their course, others choose to focus on ethics and security. Business Driven Technology was developed to easily adapt to your needs. Each chapter and plug-in is independent so you can: Cover any or all of the chapters as they suit your purpose. Cover any or all of the business plug-ins as they suit your purpose. Cover any or all of the technology plug-ins as they suit your purpose. Cover the plug-ins in any order you wish.

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Customer Reviews

Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of Business at the University of Denver. She holds a B.S.B.A. specializing in Accounting/MIS from Bowling Green State University and an M.B.A. specializing in MIS from the University of Denver. Paige also teaches online at Strayer University. She is the co-author of several books, including *Business Driven Technology*, *Essentials of Business Driven Information Systems*, *I-Series*, and a contributor to *Management Information Systems for the Information Age*. Before joining the Daniels College faculty in 1999, Paige spent several years working for a large telecommunications company and an international consulting firm where she participated in client engagements in the United States, as well as South America and Europe. Paige lives in Lakewood, Colorado, with her husband, Tony, and daughters, Hannah and Sophie.

I bought this book because I did not want to purchase the original one (ISBN 13: 9780073376905) at full price of over \$200. This may be the "International Student Edition for use outside of the U.S.", but it worked perfectly for my DAC1 (Information Systems Management) course. After Chapter 20, it starts naming the Chapters by its Plug-In title but if you look at the subtitle, it would still matches the regular Chapter names. I am glad that I spent a little over \$40 on this book than buying it at full price of the original textbook.

As other reviewers have stated, this "international" edition really does not differ from the "US" version that I can tell. I have this book in 3 different formats and they all looks the same. Could save a good bit of money going this route if you don't have the ebook version readily available.

Got this book for class, expecting it to be like every other boring textbook. Boy, was I wrong! This book actually is interesting and uses real world examples, and up to date information. I find myself reading more than the required literature often! I bought used, and there are several notes in the margins from past users in interesting languages.

I got this for my MIS class at PSU. We only used a few pages in it, and I really didn't need the book it seems. Though, it was the exact same book as the "American" edition, just a different cover and a cheaper price. Win for me.

The book was in new condition. really happy to have it!

Textbook required for class.Very impressed by good condition.

Fast and Accurate!!

Not too thrilling - had to have for college.

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