Laudon continues to be authoritative but is also more customizable, flexible, and geared to meeting the needs of different colleges, universities, and individual instructors.

Information systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage. Students will find here the most up-to-date and comprehensive overview of information systems used by business firms today.

Customization and Flexibility: New Learning Track Modules

Our Learning Tracks feature gives instructors the flexibility to provide in-depth coverage of the topics they choose. There are more than 40 Learning Tracks available to instructors and students. A Learning Tracks section at the end of each chapter directs students to short essays or additional chapters on the Companion Website. This supplementary content takes students deeper into MIS topics, concepts, and debates; reviews basic technology concepts in hardware, software, database design, telecommunications, and other areas; and provide additional hands-on software instruction.

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Interactivity

There is no better way to learn about MIS than by doing MIS. We provide different kinds of hands-on projects where students can work with real-world business scenarios and data and learn firsthand what MIS is all about. These projects heighten student involvement in this exciting subject.

- **Video Cases.** Students can watch short videos online, either in-class or at home or work, and then apply the concepts of the book to the analysis of the video. There are over 30 videos that explain how business firms and managers are using information systems, describe new management practices, and explore concepts discussed in the chapter. Each video case consists of a video about a real-world company, a background text case, and case study questions. These video cases enhance students’ understanding of MIS topics and the relevance of MIS to the business world.

- **“Window On” features.** Two short cases in each chapter have been designed to be used in the classroom (or on Internet discussion boards) to stimulate student interest and active learning. Each Window on Management, Window on Technology, and Window on Organizations concludes with case study questions which provide topics for class discussion, Internet discussion, or written assignments.

- **Hands-on MIS Projects.** Every chapter concludes with a Hands-on MIS Projects section containing three types of projects: two Management Decision Problems, a hands-on application software exercise using Microsoft Excel, Access, or Web page and blog creation tools, and a project that develops Internet business skills. The Dirt Bikes running case is included with the Instructor’s Resource Manual and can be used for additional hands-on projects for each chapter.

- **Collaboration and Teamwork Projects.** Each chapter includes a collaborative project on the Companion Website that encourages students working in teams to use Google Sites, Google Docs, and other open-source collaboration tools. The first team project in Chapter 1 asks students to build a collaborative Google site.

Companion Website

The Companion Website contains study tools that will help students learn the key concepts of MIS. For each chapter, students will find a Self-Study Quiz, Glossary Flashcards to help them study key terms, a review summary, and a student version of the PowerPoint slides. The Hands-On MIS data files and the Learning Track Modules are also available, along with video links that will help bring MIS to life, and other valuable resources.

Visit the Companion Website at www.pearsoncanada.ca/laudon