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a comprehensive introduction to the technology development and management of business information systems the book assumes no prior knowledge of is or it so that new concepts and terms are defined as clearly as possible with explanations in the text and definitions at the margin in this fast moving area the book covers both the crucial underpinnings of the subject as well as the most recent business and technology applications it is written for students on any is bis or mis course from undergraduate to postgraduate and mba level within a business or computer science department

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