

<<管理信息系统>>

图书基本信息

书名：<<管理信息系统>>

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## 前言

20世纪末，以计算机和通信技术为代表的信息科学和技术，对世界的经济、军事、科技、教育、文化、卫生等方面的发展产生了深刻的影响，由此而兴起的信息产业已经成为世界经济发展的支柱。

进入21世纪，各国为了加快本国的信息产业，加大了资金投入和政策扶持。

为了加快我国信息产业的进程，在我国《国民经济和社会发展第十个五年计划纲要》中，明确提出“以信息化带动工业化，发挥后发优势，实现社会生产力的跨越式发展。

”信息产业的国际竞争将日趋激烈。

在我国加入WTO后，我国信息产业将面临国外竞争对手的严峻挑战。

竞争成败最终将取决于信息科学和技术人才的多少与优劣。

在20世纪末，我国信息产业虽然得到迅猛发展，但与国际先进国家相比，差距还很大。

为了赶上并超过国际先进水平，我国必须加快信息技术人才的培养，特别要培养一大批具有国际竞争能力的高水平的信息技术人才，促进我国信息产业和国家信息化水平的全面提高。

为此，教育部高等教育司根据教育部吕福源副部长的意见，在长期重视推动高等学校信息科学和技术的教学的基础上，将实施超前发展战略，采取一些重要举措，加快推动高等学校的信息科学和技术等相关专业的教学工作。

在大力宣传、推荐我国专家编著的面向21世纪和“九五”重点的信息科学和技术课程教材的基础上，在有条件的高等学校的某些信息科学和技术课程中推动使用国外优秀教材的影印版进行英语或双语教学，以缩短我国在计算机教学上与国际先进水平的差距，同时也有助于强化我国大学生的英语水平。

为了达到上述目的，在分析一些出版社已影印相关教材，一些学校已试用影印教材进行教学的基础上，教育部高等教育司组织并委托高等教育出版社开展国外优秀信息科学和技术优秀教材及其教学辅助材料的引进研究与影印出版的试点工作。

为推动用影印版教材进行教学创造条件。

## &lt;&lt;管理信息系统&gt;&gt;

## 内容概要

《管理信息系统：网络化企业的组织与技术（第6版影印版）》的主要内容包括五个方面：（1）信息系统的组织基础，主要讲解系统的组织基础与战略作用；（2）信息系统的技术基础，提供了硬件、软件、存储等方面的技术；（3）现代构建信息系统的方法，关注的焦点是使用信息系统对组织进行再设计的过程；（4）管理与组织的支持系统，主要描述信息系统在获取知识、分布组织、增强管理决策等方面的作用；（5）现代信息系统的管理，包括安全保护、控制和全球系统的发展等内容。

书中除延续了前五版的优点外，还增加了许多新的特色。

其中以企业资源计划（ERP）、Internet、电子贸易和电子商业的内容贯穿全书，并以美国的100多家企业和加拿大、欧洲、澳大利亚、亚洲、非洲的100个组织为实例，实际讲解了企业中的管理、组织与技术应用，同时在每章中都附有图示来说明各个企业对管理、组织与技术应用的不同解决方案，使学生能够根据实际问题来学习理论知识，做到理论与实践相结合。

《管理信息系统：网络化企业的组织与技术（第6版影印版）》适合于本科高年级学生及MBA课程教学使用。

内容：1. 信息系统革命：商业与管理的转换 2. 信息的战略作用 3. 信息系统、组织与商业过程 4. 信息、管理与决策的组织 5. 信息系统的道德与社会影响 6. 计算机与信息处理 7. 信息系统软件 8. 管理数据资源 9. 电信与网络 10. 因特网：电子贸易与电子商务 11. 信息系统对组织的重新设计 12. 系统构建的方法 13. 系统的成败：实现 14. 管理知识 15. 管理决策的增强 16. 信息系统安全与控制 17. 全球化信息系统的管理 18. 管理基础与企业系统。

## 作者简介

Kenneth C. Laudon is a Professor of Information Systems at New York University's Stern School of Business. He holds a B.A. in Economics from Stanford and a Ph.D. from Columbia University. He has authored eleven books dealing with information systems, organizations, and society. Professor Laudon has also written over forty articles concerned with the social, organizational, and management impacts of information systems, privacy, ethics, and multimedia technology. Professor Laudon's current research is on the planning and management of large-scale information systems and multimedia information technology. He has received grants from the National Science Foundation to study the evolution of national information systems at the Social Security Administration, the IRS, and the FBI. A part of this research is concerned with computer-related organizational and occupational changes in large organizations, changes in management ideology, changes in public, and understanding productivity changes in knowledge sector. Ken Laudon has testified as an expert before the United States Congress. He has been a researcher and consultant to the Office of Technology Assessment (United States Congress) and to the Office of the President, several executive branch agencies, and Congressional Committees. Professor Laudon also acts as an in-house educator for several consulting firms and as a consultant on systems planning and strategy to several Fortune 500 firms. Ken works with the Concours Group to provide advice to firms developing enterprise systems. Ken Laudon's hobby is sailing. Jane Price Laudon is a management consultant in the information systems area and the author of seven books. Her special interests include systems analysis, data management, MIS auditing, software evaluation, and teaching business professionals how to design and use information systems. Jane received her Ph.D. from Columbia University, her M.A. from Harvard University, and her B.A. from Barnard College. She has taught at Columbia University and the New York University Graduate School of Business. She maintains a lifelong interest in Oriental languages and civilizations.

Management Information Systems : Organization and Technology in the Networked Enterprise reflects a deep understanding of MIS research and teaching as well as Practical experience designing and building real world systems.

## 书籍目录

PART ONE ORGANIZATIONAL FOUNDATIONS OF INFORMATION SYSTEMS Chapter 1. The information systems revolution : transforming business and management Chapter 2. the strategic role of information systems Chapter 3. information systems, organizations, and business processes Chapter 4. information, management, and decision making Chapter 5. ethical and social impact of information systems

PART TWO TECHNICAL FOUNDATIONS OF INFORMATION SYSTEMS Chapter 6. computers and information processing Chapter 7. information systems software Chapter 8. managing data resources Chapter 9. telecommunications and networks Chapter 10. the internet : electronic commerce and electronic business

PART THREE BUILDING INFORMATION SYSTEMS : CONTEMPORARY APPROACHES Chapter 11. Redesigning the organization with information systems Chapter 12. approaches to systems-building Chapter 13. system success and failure : implementation

PART FOUR MANAGEMENT AND ORGANIZATIONAL SUPPORT SYSTEMS Chapter 14. managing knowledge Chapter 15. enhancing management decision making

PART FIVE MANAGING CONTEMPORARY INFORMATION SYSTEMS Chapter 16. information systems security and control Chapter 17. managing international information systems Chapter 18. managing firm infrastructure and enterprise systems

INTERNATIONAL CASE STUDIES ICS1 APPENDIX A : BUSINESS PROCESS REDESIGN PROJECT A1 REFERENCES R1 NAME INDEX NI1 ORGANIZATIONS INDEX OI1 INTERNATIONAL ORGANIZATIONS INDEX IOI1 SUBJECT INDEX SI1

## 章节摘录

There are two answers in the literature to these questions. One answer involves the concept of synergies: When outputs of some units can be used as inputs to other units, or two organizations can pool markets and expertise, these relationships can lower costs and generate profits. Recent bank and financial firm mergers, such as the merger of Chemical Bank and Chase Manhattan Corp., Wells Fargo and Norwest Corp., Deutsche Bank and Bankers Trust, and Morgan Stanley and Dean Witter Reynolds occurred precisely for this purpose. How can IT be used strategically here ?

One use of information technology in these synergy situations is to tie together the operations of disparate business units so that they can act as a whole. Such systems would lower retailing costs, increase customer access to new financial products, and speed up the process of marketing new instruments. The Part 5 Case Study provides more detail on this topic. Enhancing Core Competencies A second concept for firm-level strategy involves the notion of "core competency." The argument is that the performance of all business units can increase insofar as these business units develop, or create, a central core of competencies. A core competency is an activity at which a firm is a world-class leader. Core competencies may involve being the world's best fiber-optic manufacturer, the best miniature parts designer, the best package delivery service, or the best thin film manufacturer. In general, a core competency relies on knowledge that is gained over many years of experience ( embedded knowledge ) and a first-class research organization or just key people who follow the literature and stay abreast of new external knowledge ( tacit knowledge ) .

## 编辑推荐

Management Information Systems Organization and Technology in the Networked Enterprise , Sixth Edition Features An enhanced web site for management problem solving and interactive learning. An on-line Interactive Study Guide to help students review and test their mastery of chapter material through multiple-choice , true-false , and essay questions. Electronic Commerce tours of real companies , projects , and a Real case to help students explore the various Internet business models and electronic commerce capabilities discussed in the text. International links to Web sites all over the world , Plus additional exercises for users interested in more international material. New-Tools for Interactive Learning section concludes each chapter , showing students how they can extend their knowledge of chapter material with projects and exercises on the author's Web site and the OPTIONAL CD-ROM multimedia edition. NEW-Devotes an entire chapter ( ch. 18 ) to Enterprise Resource Planning ( ERP ) , the implementation of an enterprisewide information systems infrastructure and computer-based industrial networks. Focuses on Electronic Commerce , Electronic Business, and the Internet by introducing these concepts in the first chapter and then integrating them throughout the text and the entire learning package. Features a full chapter ( ch. 10 ) on the underlying technology , capabilities , and benefits of the Internet , with expanded treatment of electronic commerce. Interacts business models , and the use of intranets for the internal management of the firm. Explores all of today's leading-edge topics , including electronic commerce , electronic business , intranets and extranets. Internet business models , firewalls and Internet security , Internet-based group collaboration , supply chain management. network computers , enterprise resource planning , Web-based DSS , middleware. XML. kiosks and open-source software. business processes , and data warehouses. Supports the author's management , organization , and technology framework through chapter-opening diagrams , in-chapter boxes , and the Management Wrap-Up feature. Features New and updated real-world examples through chapter-opening vignettes , three types of Window On... boxes , including Window on Organizations , Window on Management , and Window on Technology , and end-of-chapter and end-of-part case studies. Offers an OPTIONAL CD-ROM with figures , graphs , photos , audio , video , interactive exercises , and bullet-text summaries. Provides the strongest international coverage in the market !

Offers a complete global perspective with text discussions , examples , and international cases by world-renowned authorities in MIS. Presents an earlier introduction to ethics , integrating its coverage throughout to increase awareness of the social impact of information systems.

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