

<<管理信息系统--组织和技术的新途径>>

图书基本信息

书名：<<管理信息系统--组织和技术的新途径(第五版)>>

13位ISBN编号：9787302030348

10位ISBN编号：7302030340

出版时间：1998-07

出版时间：清华大学出版社

作者：KennethC.

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<管理信息系统--组织和技术的新途径>>

内容概要

本书阐述了信息系统在组织中的重要作用，探讨了信息、管理与决策之间的关系，比较全面的介绍了信息系统所涉及到的各种技术手段。

在这些基础上作者又进一步介绍了如何建立信息系统、如何利用信息帮助决策，如何管理和控制信息系统。

书籍目录

PART ONE ORGANIZATIONAL FOUNDATIONS OF INFORMATION SYSTEMS

Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

PART Two

Chapter 6

Chapter 7

Chapter 8

Chapter 9

Chapter 10

PART THREE

Chapter 11

Chapter 12

Chapter 13

Chapter 14

PART FOUR

Chapter 15

Chapter 16

PART FIVE

Chapter 17

Chapter 18

Information Systems: Challenges and Opportunities

The Strategic Role of Information Systems

Information Systems, Organizations, and Business Processes

Information, Management, and Decision Making

Ethical and Social Impact of Information Systems

TECHNICAL FOUNDATIONS OF INFORMATION SYSTEMS

Computers and Information Processing

Information Systems Software

Managing Data Resources

Telecommunications

The Internet and Enterprise Networking

BUILDING INFORMATION SYSTEMS: CONTEMPORARY APPROACHES

Redesigning the Organization with Information Systems

Alternative Systems-Building Methods

Ensuring Quality with Information Systems

Systems Success and Failure: Implementation

MANAGEMENT AND ORGANIZATIONAL SUPPORT SYSTEMS

Managing Knowledge

Enhancing Management Decision Making

MANAGING CONTEMPORARY INFORMATION SYSTEMS

Controlling Information Systems

Managing International Information Systems

INTERNATIONAL CASE STUDIES ICS 1

APPENDIX A: BUSINESS PROCESS REDESIGN PROJECT A 1

GLOSSARY G 1

NAME INDEX NI 1

ORGANIZATIONS INDEX 011

INTERNATIONAL ORGANIZATIONS INDEX 1011

SUBJECT INDEX SI 1

PART ONE ORGANIZATIONAL FOUNDATIONS OF INFORMATION SYSTEMS

Chapter 1 Information Systems: Challenges and Opportunities

Let the Internet Do the Walking

1.1 Why Information Systems?

The Competitive Business Environment, What Is an Information System?,
A Business Perspective on Information Systems, Window on Technology: UPS
Compeles Globally with Information Technology,

1.2 Contemporary Approaches to Information Systems

Technical Approach, Behavioral Approach, Approach of This Text:

Sociotechnical Systems,

1.3 The New Role of Information Systems in Organizations

The Widening Scope of Information Systems, The Network Revolution and

the Internet, New Options for Organizational Design, Window on

Management: Mass Customization: The New Automation, Window 011

Organizations: The Internet, The New Electronic Marketplace, The Changing
Management Process,

1.4 The Challenge of Information Systems: Key Management Issues

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: David Battles Goliath for the

Power of Information on the Internet Case Study Questions

References

Chapter 2 The Strategic Role of Information Systems

Scotia Capital Markets: Internet Competitive Edge

2.1 Key System Applications in the Organization

Different Kinds of Systems, Six Major Types of Systems, Window on
Technology: Hong Kong Airport Flies High with CAD, Relationship of
Systems to One Another: Integration,

2.2 Information as a Strategic Resource

What is a Strategic Information System?, Changing Concepttons of
Information and Information Systems,

2.3 How Information Systems Can Be Used for Competitive Advantage

Business Level Strategy and the Value Chain Model, Window on

Organizations: Striking it Rich with Datamining, Firm Level Strategy and

Information Technology, Window on Management: Package Tracking on the

Web: The Race Is On, Industry Level Strategy and Information Systems:

Competitive Forcesand Network Economics, Managing.Strategic

Transitions, What Managers Can Do,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Procter Gamble: finding

the Right Business Model Case Study Questions References

Information Systems, Organizations, and Business Processes

Wired on the Web

3.1 The Relationship Between Organizations and Information Systems

The Two-Way Relationship, What Is an Organization?,

3.2 Salient Features of Organizations

Why Organizations Are So Much Alike: Common Features, Why

Organizations Are So Different: Unique Features, Business Processes,

Window on Organizations: Backing Away from Technology, Levels of Analysis,

3.3 How Organizations Affect Information Systems

Decisions About the Role of Information Systems, Decisions About the

Computer Package: Who Delivers Information Technology Services?,

Decisions About Why Information Systems Are Built,

3.4 How Information Systems Affect Organizations

Economic Theories, Behavioral Theories, Window on Management:

Managing the Virtual Office, How the Web Potentially Affects

Organizations, Organizational Resistance to Change, Window on

Technology: Paper Dies Hard on the Tokyo Stock Exchange, Implications for the Design and Understanding of Information Systems,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Greyhound Seeks Salvation

in a Strategic Reservation System Case Study Questions

References

Information, Management, and Decision Making

Skandia Rethinks Its Future

4.1 What Managers Do

Putting Management and Information Systems in Context, Three Schools of

Management, The Technical-Rational Perspective, The Behavioral

Perspective, The Cognitive Perspective and the Postmodern Era,

Window on Technology: Managers Turn to the Internet,

4.2 Introduction to Decision Making

Levels of Decision Making, Types of Decisions: Structured vs.

Unstructured, Types of Decisions and Types of Systems, Stages of

Decision Making,

4.3 Individual Models of Decision Making

The Rational Model, Bounded Rationality and Satisficing, "Muddling

Through," Psychological Types and Frames of Reference,

4.4 Organizational Models of Decision Making

Bureaucratic Models, Window on Organizations: How Do Juries Decide?,

Window on Management: Blockade by the Book, Political Models of

Organizational Choice, "Garbage Can" Model,

4.5 How Information Technology Has Changed the Management Process

Traditional and Contemporary Management, Implications for System

Design,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Fisher SpacePen's

Management Time Warp Case Study Questions References

Chapter 5 rt One Case Study:

Ethical and Social Impact of Information Systems

Software Piracy Is Big Business

5.1 Understanding Ethical and Social Issues Related to Systems

A Model for Thinking About Ethical, Social and Political Issues, Five Moral

Dimensions of the Information Age, Key Technology Trends That Raise

Ethical Issues,

5.2 Ethics in an Information Society

Basic Concepts: Responsibility, Accountability and Liability, 154 Ethical

Analysis, Candidate Ethical Principles, Professional Codes of

Conduct, Some Real-World Ethical Dilemmas,

5.3 The Moral Dimensions of Information Systems

Information Rights: Privacy and Freedom in an Information Society, Window

on Technology: Are the Cookies Eating Your Privacy?, Property Rights:

Intellectual Property, Window on Organizations: A Corporate Software Code

of Ethics, Accountability, Liability and Control, Window on

Organizations: Liability on the Internet, System Quality: Data Quality and

System Errors, Quality of Life: Equity, Access, Boundaries, Window

on Management: The Internet for All?, Management Actions: A Corporate

Code of Ethics,

Management Wrap-Up Summary Key Terms Review

Questions Group Projects Case Study: Fished Out with

Computers Case Study Questions References

Chrysler and GM: Organization, Technology and Business Processes in the U.S.

Auto Industry

Case Study Questions

PART TWO TECHNICAL FOUNDATIONS OF INFORMATION SYSTEMS

Chapter 6 Computers and Information Processing

The Chicago Mercantile Exchange Swaps Computers

6.1 What Is a Computer System?

System Configuration, Bits and Bytes: How Computers Represent

Data, Time and Size in the Computer World,

6.2 The Central Processing Unit and Primary Storage

Primary Storage, Types of Semiconductor Memory, The Arithmetic-

Logic Unit and Control Unit,

6.3 The Evolution of Computer Hardware

Generations of Computer Hardware, What is a Microprocessor? What is a

Chip?,

6.4 Categories of Computers

Mainframes, Minis and PCs, Downsizing and Cooperative Processing,

PCs and Workstations, Supercomputers and Parallel Processing,

Window on Technology Parallel Processing Goes Commercial,

6.5 Secondary Storage

Magnetic Disk, Optical Disks, Magnetic Tape,

6.6 Input and Output Devices

Input Devices, Window on Organizations: La Caixa Bank Pioneers Touch-

Screen Kiosks, Batch and On-Line Input and Processing, Output

Devices,

6.7 Information Technology Trends

Multimedia, Network Computers, Superchips and Fifth-Generation Computers, Window on Management: Network Computers: A New Management Option, Management Wrap-Up Summary Key Terms Review Questions Group Project Case Study: Storage and Strategy Case Study Questions References

Chapter 7 Information Systems Software

Software Overcomes Australia's Tyranny of Distance

7.1 What Is Software?

Software Programs, Major Types of Software,

7.1 System Software

Functions of the Operating System, Multiprogramming, Virtual Storage, Time Sharing, and Multiprocessing, Language Translation and Utility Software, Graphical User Interfaces, PC Operating Systems, Selecting a PC Operating System,

7.3 Application Software

Generations of Programming Languages, Popular Programming Languages, fourth-Generation Languages, Window on Management: Mapping Solutions with Geographic Information Systems,

7.4 New Software Tools and Approaches

Object-Oriented Programming, Window 011 Technology: Power Short-Circuits in Object-Oriented Development, Java and the Software Revolution, Window on Organizations: Europe is Banking on java, Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: The Year 2000

Problem Case Study Questions References

Chapter 8 Managing Data Resources

A Land Title System That Makes A Difference

8.1 Organizing Data in a Traditional File Environment

File Organization Terms and Concepts, Accessing Records from Computer Files, Problems with the Traditional File Environment,

8.2 A Modern Database Environment

Database Management Systems, Logical and Physical Views of Data, Advantages of Database Management Systems,

8.3 Designing Databases

Hierarchical Data Model, Network Data Model, . Relational Data Model, Advantages and Disadvantages of the Three Database Models, Creating a Database,

8.4 Database Trends 281

Distributed Processing and Distributed Databases, 281 ObjectOriented and Hypermedia Databases, 282 Window on Technology: Air France Flies with Object Technology, 285 Multidimensional Data Analysis, 285 Data Warehousing, 286

8.5 Management Requirements for Database Systems 288

Window on Management: The EPA Cleans Up Its Own Mess Through the Internet, 289 Data Administration, 289 Data Planning and Modeling

Methodology, 290 Database Technology and Management, 290 Window on Organizations: Linking Databases to the Web: A New Threat to Privacy?, 291 Users, 292
Management Wrap-Up 292 Summary 292 Key Terms 293 Review Questions 293 Group Project 294 Case Study: Glaxo's Data Warehouse Prescription 294 References 295
Chapter 9 Telecommunications
Smith-Kline Beecham's Global Knowledge Network
9.1 The Telecommunications Revolution
The Marriage of Computers and Communications, The Information Superhighway,
9.2 Components and Functions of a Telecommunications System
Telecommunications System Components, Types of Signals: Analog and Digital, Types of Communication Channels, Characteristics of Communications Channels, Communications Processors, Telecommunications Software,
9.3 Types of Telecommunications Networks
Network. Topologies, Private Branch Exchanges and Local-Area Networks, Wide-Area Networks, Value-Added Networks,
9.4 How Organizations Use Telecommunications for Competitive Advantage
Window on Organizations: Capespan's Global Network Delivers Fresh Produce, Facilitating Applications, Window on Management: Monitoring Employees on Networks: Vnethical or Good Business?, Window on Technology: Videoconferencing on the Internet, Electronic Data Interchange, Groupware,
9.5 Management Issues and Decisions
The Telecommunications Plan, Implementing the Plan, Management Wrap-Up Summary Key Terms Review Questions Group Project Case Study: Rosenbluth International Travels a Telecommunications Route to Success Case Study Questions References
Chapter 10 The Internet and Enterprise Networking
Schneider National Keeps On Trucking with the Internet
10.1 Enterprise Networking
The Client/Server Model of Computing, Business Drivers of Enterprise Networking,
Part Two Case Study:
10.2 The Internet
'Internet Capabilities', Internet Benefits to Organizations, The Internet and Electronic Commerce, Window on Organizations: The Internet Becomes the Middleman,
10.3 Connectivity, Standards, and Intranets
Connectivity Problems, Standards for Achieving Connectivity, Intranets and Java, Window on Management: Researchers Cross-Pollinate on Roche Bioscience's Intranet, Window on Technology: Marshall Industries' Virtual Distribution System,

10.4 Implementing Enterprise Networking and Internet Computing,
Problems Posed by Enterprise Networking and the Internet, Some
Solutions. 368

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Virtual Vineyards' Virtual
Storefront Case Study Questions References

Electronic Commerce Strategies: A Tale of Two Companies

Case Study Questions

PART THREE

Chapter 11

BUILDING INFORMATION SYSTEMS: CONTEMPORARY APPROACHES

Redesigning the Organization with Information Systems

Building the Toshiba Global Infrastructure

11.1 Systems as Planned Organizational Change

Linking Information Systems to the Business Plan, Rstablishing
Organizational Information Requirements,

11.2 Systems Development and Organizational Change

The Spectrum of Organizational Change, Window on Organizations:

Redesigning With the Internet, Redesigning Business Processes,

Window on Technology: Workflow Software: Conquering the Paper Mountain,
397 Steps m Business Reengineering,

11.3 Overview of Systems Development

Systems Analysis. Systems Design, Completing the Systems

Development Process,

11.4 Understanding the Business Value of Information Systems

Capital Budgeting Models, Case Example: Primrose, Mendelson, and

Hansen, Nonfinancial and Strategic Considerations, Window on

Management: Intranet Sites with 1000% ROIs?,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Digital Bites at the Chicago

Board of Trade Case Study Questions References

Chapter 12 Alternative Systems-Building Methods

CBS News Meets Its Web Site Deadline

12.1 The Traditional Systems Life Cycle

Stages of the Systems Life Cycle, Limitations of the Life Cycle Approach,

12.2 Prototyping

Steps in Prototyping, Advantages and Disadvantages of Prototyping,

12.3 Developing Systems with Application Software Packages

Advantages and Disadvantages of Software Packages, Selecting Software

Packages, Packaged Software and the Systems Development Process,

12.4 End-User Development

End-User Computing Tools: Strengths and Limitations, Management

Benefits and Problems, Window on Organizations: Credit Suisse Tackles

Rapid Application Development, Managing End-User Development, 448

12.5 Outsourcing Information Systems

Window on Management: Managing Web Site Content, Advantages and

Disadvantages of Outsourcing, Window on Technology: Canadian Users

Revolt, When to Use Outsourcing, Managing Outsourcing,
Management Wrap-Up Summary Key Terms Review
Questions Group Project Case Study: Can a German Software
Giant Provide Client/Server Solutions? Case Study Questions
References
Chapter 13 Ensuring Quality with Information Systems
Maytag and Eastman Chemicals Build a Better Refrigerator
13.1 How Can Information Systems Promote Quality?
How Information Systems Contribute to Total Quality Management,
Window on Organizations: Building an Organization to Sell Flowers,
Window on Technology: Delivering Quality Service Anywhere in the
World, The Need for Software Quality Assurance, Some Solutions to
Information System Quality Problems, Window on Management: When
Testing is Vital,
13.2 Traditional Tools and Methodologies for Quality Assurance
Structured Analysis, Structured Design, Structured Programming,
Flowcharts, Limitations of Traditional Methods,
13.3 New Approaches to Quality
Object-Oriented Software Development, Computer-Aided Software
Engineering (CASE), Software Re-Engineering,
Management Wrap-Up Summary Key Terms Review
Questions Group Project Case Study: Quality for Customer Self-
Service Case Study Questions References
Chapter 14 System Success and Failure: Implementation
Web Site Failures
14.1 Information System Failure
Information System Problem Areas, Measuring System Success,
14.2 Causes of Information System Success and Failure
The Concept of Implementation, Causes of Implementation Success and
Failure, Window on Technology: Time Warner's Bleeding-Edge Customer
Service System, The Challenge of Business Reengineering, The
Implementation Process: What Can Go Wrong,
14.3 Managing Implementation
Controlling Risk Factors, Window on Management; More User
Involvement, Please, Designing for the Organization, Window on
Part Three Case Study:
Organizations: Implementing Canada's Government- Wide Intranet,
Sociotechnical Design,
Management Wrap-Up Summary Key Terms Review
Questions Group Project Case Study: What Went Wrong at
FoxMeyer? Case Study Questions References
System Modernization at the Social Security Administration: 1982-1997
Case Study Questions
PAKT FOUR MANAGEMENT AND ORGANIZATIONAL SUPPORT SYSTEMS
Chapter 15 Managing Knowledge
CAP Gemini Sogeti's Knowledge Galaxy
15.1 Knowledge Management in the Organization

Information Systems and Knowledge Management,

Productivity,

Knowledge Work and

15.1 Information and Knowledge Work Systems

Distributing Knowledge: Office Information Systems, Creating Knowledge:

Knowledge Work Systems, Window on Technology: Law Goes High-

Tech, Sharing Knowledge: Group Collaboration Systems, Group

Collaboration via the Internet,

15.3 Artificial Intelligence

What is Artificial Intelligence?, Why Business is Interested in Artificial

Intelligence, Capturing Knowledge: Expert Systems, Window on

Management: Does AI have a Role in Health Care?, Organizational

Intelligence: Case-Based Reasoning,

15.4 Other Intelligent Techniques

Neural Networks, Window on Organizations: Visa Spots Credit Card

Fraud, Fuzzy Logic, Genetic Algorithms, Intelligent Agents,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: The United Nations Turns

to Expert Systems Case Study Questions References

Chapter 16 Enhancing Management Decision Making

Coutts & Co. Group Analyzes Risk

16.1 Decision-Support Systems (DSS)

DSS and MIS, Types of Decision-Support Systems (DSS), Components

of DSS, Examples of DSS Applications, Window on Technology: Wal-

Mart Mines for Details, Building DSS, Window on Organizations:

Going to War Over Competition,

16.2 Group Decision-Support Systems (GDSS)

What Is a GDSS?, Characteristics of GDSS, GDSS Software Tools,

How GDSS Can Enhance Group Decision Making,

16.3 Executive Support Systems (ESS)

The Role of ESS in the Organization, Developing ESS, Window on

Management: Netting Information on Your Competition, Benefits of

ESS, Examples of ESS,

Management Wrap-Up Summary Key Terms Review

Questions Group Project Case Study: Zeneca Searches for

Decisions Case Study Questions References

Part Four Case Study: Boeing Designs the Paperless Airplane

Case Study Questions

PART FIVE MANAGING CONTEMPORARY INFORMATION SYSTEMS

Chapter 17 Controlling Information Systems

Stock Market Snafu Rattles Hong Kong Investors

17.1 System Vulnerability and Abuse

Why Systems Are Vulnerable, New Vulnerabilities and the Internet,

Window on Organizations: Uprooting the Internet Hackers, Concerns for

System Builders and Users, Window on Management: Reno Avoids Disaster

with a Recovery Plan,

17.1 Creating a Control Environment

General Controls Application Controls, Security and Electronic
Commerce, Developing a Control Structure: Costs and Benefits,
Window on Technology: Securing Electronic Payments on the Internet,
17.3 Auditing Information Systems
The Role of Auditing in the Control Process, Data Quality Audits,
Management Wrap-Up Summary Key Terms Review
Questions Group Project Case Study: NASD Files Do a
Disappearing Act Case Study Questions References
Chapter 18 Managing International Information Systems
Molex Goes Global
18.1 The Growth of International Information Systems
Developing the International Information System Infrastructure, The Global
Environment: Business Drivers and Challenges, State of the Art,
18.2 Organizing International Information Systems
Global Strategies and Business Organization, Global Systems to Fit the
Strategy, Reorganizing the Business,
18.3 Managing Global Systems
A Typical Scenario: Disorganization on a Global Scale, Strategy: Divide,
Conquer, Appease, Window on Management: Security Goes Global,
Implementation Tactics: Cooptation, The Management Solution,
18.4 Technology Issues and Opportunities
Mail Technical Issues, Window on Technology: Think Global and Act
Local, New Technical Opportunities and the Internet, Window on
Organizations: Is the Internet Ready for Global Commerce?,
Management Wrap-Up Summary Key Terms Review
Questions Group Project Case Study: Banking on Technology to
Lift up Developing Countries Case Study Questions
References
Part Five Case Study: Phantom Profits Haunt Kidder Peabody
Case Study Questions,
International Case Studies ICS 1
Case Study 1: From Geelong & District Water Board to Barwon Water: An Integrated IT
Infrastructure
Joel B. Barolsky and Peter Wdli, University of Melbourne (Australia), ICS 2
Case Study 2: Ginormous Life Insurance Company
Len Fertuck, University of Toronto (Canada), ICS 11
Case Study 3: From Analysis to Interface Design-The Example of Cuparla
Gerhard Schwabe, Stephen Wilczek, and Helmut Krcmar, University of Hohenheim
(Germany), ICS 14
Case Study 4: Citibank Asia-Pacific: Rearchitecting Information Technology
Infrastructure for the Twenty-first Century
Boon Siong Neo and Christina Soh, Nanyang Technological University (Singapore), ICS 17
Case Study 5: Heineken Netherlands B.V.: Reengineering IS/IT to Enable Customer-
Oriented Supply Chain Management
Donald A. Marchand, Thomas E. Vollmann, and Kimberly A. Bechler, International
Institute for Management Development (Switzerland), ICS 27
Appendix A: Business Process Redesign Project AI

Glossary G-I

Name Index NII

Organization Index 011

International Organizations

Index 1011

SubjectIndex SII

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>