

图书基本信息

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内容概要

内容简介

本书是哈佛大学MBA标准教材，专为那些希望了解当代信息系统技术的学生和管理者而著，书中解释了信息服务活动的有效管理和技术的最有潜力的应用等相关问题，将帮助个人和组织认识并利用信息管理以提高效率。

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