



2011 - 2012 Catalog

# MIS Management Information Systems

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# Skills Assessment Manager

The Premier Assessment and Training Environment for Microsoft Office

**Skills Assessment Manager (SAM)** is an online product which takes students into a virtual environment of Microsoft Office and talks them through how to use the latest applications: Word, Excel, Powerpoint, Access, Windows, Internet Explorer etc.

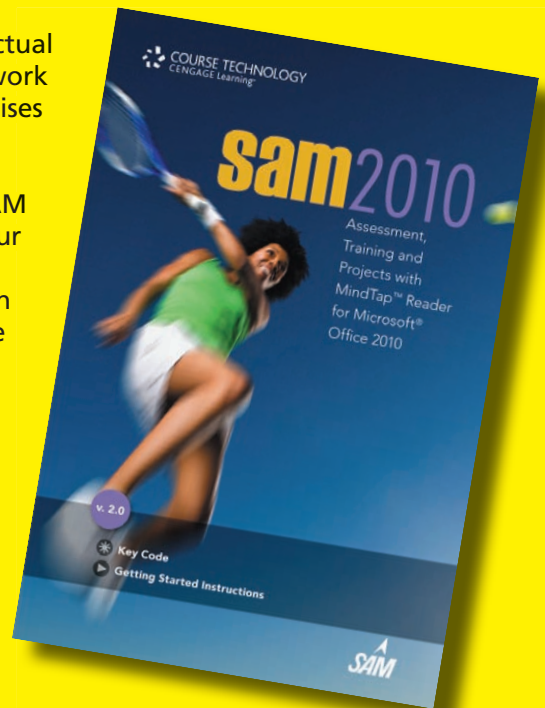
**SAM includes three modules: Assessment, Training, and Projects.**

- The Assessment module is designed to help assess students' proficiency of Microsoft Office applications.
- The Training module allows students to learn in the way that works best for them by reading, watching, or receiving guided help.
- The Projects module allows students to work live-in-the-application on project-based assignments.

## SAM 2010

SAM 2010 covers the key features of the actual Office 2010 software, allowing students to work in high-fidelity, Flash-based simulation exercises for a real-world experience.

- Easy, web-based deployment means SAM is always accessible to both you and your students.
- Direct correlation to the skills covered on a chapter-by-chapter basis in your Course Technology textbook allows you to create a detailed lesson plan. As an alternative, you can also create assignments based on course objectives that are not taken directly from a textbook.
- SAM Projects offers live-in-the-application project-based assignments. Student work is automatically graded, providing instant feedback.
- An Integrated Digital Book offers students a total digital learning experience (optional).



SAM 2010 Assessment, Training, and Projects version 2.0 Printed Access Card  
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SAM 2010 Assessment, Training, and Projects version 2.0 w/ MindTap Reader Printed Access Card  
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## Also Available for Microsoft Office 2007

SAM 2007 Assessment, Training & Projects version 6.0 Printed Access Card  
ISBN-10: 0840067747 ISBN-13: 9780840067746

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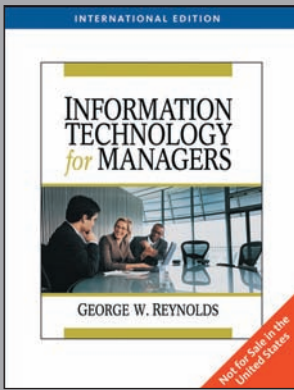
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# INFORMATION TECHNOLOGY FOR MANAGERS, INTERNATIONAL EDITION

*George Reynolds*

ISBN: 0-538-74566-5

ISBN-13: 978-0-538-74566-6

April 2009

500 pages

## FEATURES AND BENEFITS

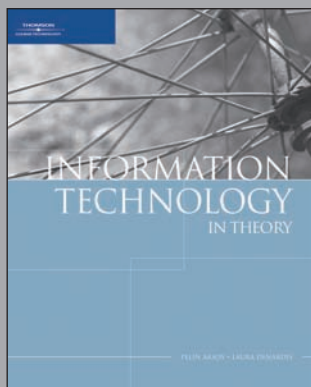
- **COMPREHENSIVE TABLE OF CONTENTS:** Comprehensive table of contents gives readers easy reference to particular sections of the book.
- **REAL-WORLD BUSINESS EXAMPLES:** Addresses timely topics in the opening business vignettes by examining real world businesses and how management oversees information technology in various capacities.
- **END OF CHAPTER FEATURES:** End of Chapter features promote lively classroom discussions and assignments.
- **INSTRUCTOR RESOURCES:** Valuable Instructor's Resources include End of Chapter solutions, a detailed Instructor's Manual, PowerPoint presentations, and Test Banks.

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1. Managers: Key to Information Technology Results.
2. Strategic Planning.
3. Project Management.
4. Business Process and IT Outsourcing.
5. Corporate Governance and IT.
6. Collaboration Tools and Wireless Networks.
7. E-Business.
8. Enterprise Resource Planning.
9. Business Intelligence.
10. Knowledge Management.
11. Enterprise Architecture.
12. Ethical, Privacy, and Security Issues.

## ABOUT THE AUTHORS

**George Reynolds** brings a wealth of computer and industrial experience to the project, with more than thirty years of experience working in government, institutional, and commercial IS organizations. He has also authored nineteen texts and has taught the introductory IS course at the University of Cincinnati, Miami University, and College of Mount St. Joseph.



# INFORMATION TECHNOLOGY IN THEORY

*Pelin Aksoy, Laura DeNardis*

ISBN: 1-4239-0140-1

ISBN-13: 978-1-4239-0140-2

October 2007

412 pages

## FEATURES AND BENEFITS

- Grounded in the newest technologies, such as VoIP, streaming video, peer-to-peer file sharing, wikis, and broadband wireless Internet access, so readers can feel confident they are getting the most up-to-date information available.
- Coverage of current social issues includes identity theft, music sharing, and net neutrality, providing knowledge and examples that are relevant and meaningful.
- End-of-chapter exercises allow readers to test their comprehension of one topic before moving on to more advanced topics.

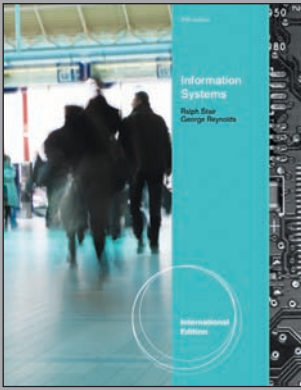
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  3. Representing Numbers and Text in Binary
- Part Two: Fundamentals of Computing
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- Part Three: Creating Digital Multimedia
6. Creating Digital Audio
  7. Creating Digital Images and Video
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8. Fundamentals of Communication
  9. Introduction to Fiber Optics
  10. Wireless Communications
- Part Five: Introduction to Computer Networking
11. Local Area Networks
  12. Wide Networks
  13. Communication Protocols
  14. Internet Architecture
  15. Network Security
- Area Part Six: Telephony and Wireless Multimedia
16. The Telephone System
  17. Voice over IP
  18. Wireless Multimedia

## ABOUT THE AUTHORS

**Dr. Pelin Aksoy** completed her B.S. and M.S. degrees in Electronics Engineering at Ankara University, Turkey, and her Ph.D. degree at George Mason University in Fairfax, Virginia. She is currently an Assistant Professor in the Department of Applied Information Technology at George Mason University and is involved in teaching information technology and electrical engineering courses.

**Dr. Laura DeNardis** holds a B.A. in Engineering Sciences from Dartmouth College, a Master of Engineering from Cornell University, and a Ph.D. in Science in Technology Studies from Virginia Tech. She is currently a Resident Fellow in the Information Society Project at Yale Law School.



# INFORMATION SYSTEMS, INTERNATIONAL EDITION

## TENTH EDITION

*Ralph Stair, George Reynolds*

ISBN: 1-1115-3293-1

ISBN-13: 978-1-1115-3293-2

March 2011

704 pages



### FEATURES AND BENEFITS

- New chapter-opening vignettes throughout this edition highlight the most up-to-date, relevant topics in information systems, drawing your students into chapter concepts and issues.
- New end-of-chapter cases follow a real company or actual organization confronting a problem or concept discussed in the chapter. You can assign cases and practical end-of-chapter activities for homework or use them to prompt meaningful class discussion.
- New detailed coverage of multimedia in business, application development for the iPhone and iPad, and cloud computing prepares students to work with the newest delivery model in information systems today.
- "Information Systems @ Work" boxes focus on some of the most current topics and trends in IS. These feature boxes demonstrate how to effectively use information systems in a variety of business careers.
- New examples highlight supply chain management and customer relationship management at work.
- Updated coverage of organizational structures and virtual teams examine how social networking sites, such as Facebook and Twitter, assist virtual teams. Explore how many companies use virtual organizational structures to manage mobile workers.

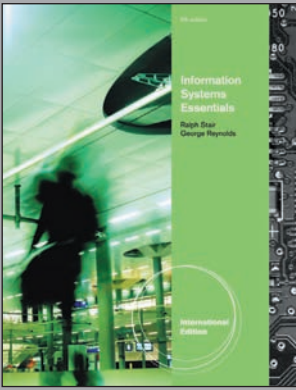
### ABOUT THE AUTHORS

**Ralph Stair** received a B.S. in Chemical Engineering from Purdue University, an MBA from Tulane University, and a Ph.D. from the University of Oregon. He has taught information systems at many universities. He has published numerous articles and books while at Florida State University.

**George Reynolds** Please see page 5.

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- Part II: Information Technology Concepts.
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  4. Software: Systems and Application Software.
  5. Organizing Data and Information.
  6. Telecommunications and Networks.
  7. The Internet, Intranets, and Extranets.
- Part III: Business Information Systems.
8. Electronic and Mobile Commerce.
  9. Enterprise Systems.
  10. Information and Decision Support Systems.
  11. Knowledge Management and Specialized Information Systems.
- Part IV: Systems Development.
12. Systems Development: Investigation and Analysis.
  13. Systems Design, Implementation, Maintenance, and Review.
- Part V: Information Systems In Business And Society.
14. The Personal and Social Impact of Computers.



# INFORMATION SYSTEMS ESSENTIALS, INTERNATIONAL EDITION SIXTH EDITION

Ralph Stair, George Reynolds

ISBN: 1-1118-2036-8

ISBN-13: 978-1-1118-2036-7

March 2011

512 pages



## FEATURES AND BENEFITS

- New chapter-opening vignettes throughout this edition highlight the most up-to-date, relevant topics in information systems, drawing your students into chapter concepts and issues.
- New end-of-chapter cases follow a real company or actual organization confronting a problem or concept discussed in the chapter. You can assign cases and practical end-of-chapter activities for homework or use them to prompt meaningful class discussion.
- New detailed coverage of multimedia in business, application development for the iPhone and iPad, and cloud computing prepares students to work with the newest delivery model in information systems today.
- "Information Systems @ Work" boxes focus on some of the most current topics and trends in IS. These feature boxes demonstrate how to effectively use information systems in a variety of business careers.
- New examples highlight supply chain management and customer relationship management at work.
- Updated coverage of organizational structures and virtual teams examine how social networking sites, such as Facebook and Twitter, assist virtual teams. Explore how many companies use virtual organizational structures to manage mobile workers.

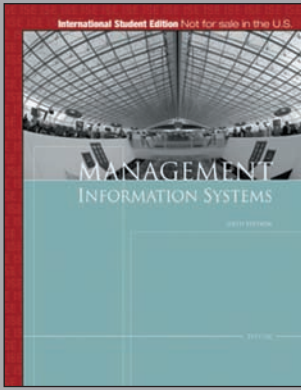
## ABOUT THE AUTHORS

**Ralph Stair** Please see page 4.

**George Reynolds** brings a wealth of computer and industrial experience to the project, with more than thirty years of experience working in government, institutional, and commercial IS organizations. He has also authored nineteen texts and has taught the introductory IS course at the University of Cincinnati, Miami University, and College of Mount St. Joseph.

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- Part I: Information Systems In Perspective.
1. An Introduction To Information Systems In Organizations.
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  3. Database Systems And Business Intelligence.
  4. Telecommunications, The Internet, Intranets, And Extranets.
- Part III: Business Information Systems.
5. Electronic And Mobile Commerce And Enterprise Systems.
  6. Information And Decision Support Systems.
  7. Knowledge Management And Specialized Information Systems.
- Part IV: Systems Development And Social Issues.
8. Systems Development.
- Part V: Information Systems In Business And Society.
9. The Personal and Social Impact of Computers.



# MANAGEMENT INFORMATION SYSTEMS, INTERNATIONAL EDITION SIXTH EDITION

*Effy Oz*

ISBN: 1-4239-0189-4

ISBN-13: 978-1-4239-0189-1

January 2008

650 pages

## FEATURES AND BENEFITS

- Detailed illustrations clarify the book's more complex concepts
- Ethical and Societal Issues are featured in each chapter so readers not only gain professional skills, but also the responsible and ethical methods of using those skills
- A wealth of current real-world examples reflect a wide variety of businesses
- New and updated end-of-chapter Real Cases include critical thinking questions to help students apply what they have learned
- Review and discussion questions close each chapter, reinforcing key information
- Emphasis on networked businesses and strategic uses of information technologies prepare students for professional careers
- Valuable Instructor's Manual was developed by the author so that it correlates directly with the book, allowing instructors to spend less time preparing teaching notes

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  6. Business Networks and Telecommunications
  7. Database Management Systems
- Part Three: Online Business
8. The Web-enabled Enterprise
  9. Challenges in Global Information Systems
- Part Four: Decision Support and Business Intelligence
10. Decision Support and Expert Systems
  11. Business Intelligence and Knowledge Management
- Part Five: Planning, Acquisition, and Controls
12. System Planning and Development
  13. Choices in Systems Acquisition
  14. Risks, Security, and Disaster Recovery

## ABOUT THE AUTHOR

**Effy Oz** is a professor of Management Science and Information Systems at Pennsylvania State, Great Valley. Professor Oz has published best-selling textbooks and articles in the areas of management information systems, e-commerce, and ethics. His current teaching and research interests include Strategic Information Systems, IT Productivity, and Electronic Monitoring. Professor Oz received his MBA from the Hebrew University and his DBA from Boston University.





# MIS<sup>2</sup>

(WITH REVIEW CARDS AND COURSEMATE WITH EBOOK PRINTED ACCESS CARD)

SECOND EDITION

Hossein Bidgoli

ISBN: 1-1115-3396-2

ISBN-13: 978-1-1115-3396-0

January 2011 288 pages



## FEATURES AND BENEFITS

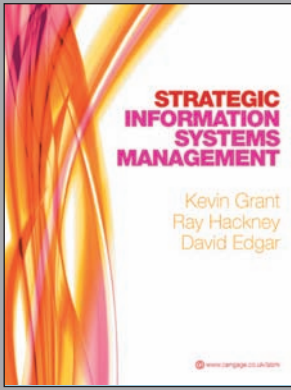
- An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys, and from interviews with nearly 150 faculty and students.
  - Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
  - Chapter In Review Cards at the back of the Student Edition provide students with a portable study tool that contain all of the pertinent information for class preparation.
  - Figures have been updated for Microsoft Office 2010.
  - New topics include: the IT job market, green computing, wireless security, crowd sourcing, service-oriented architecture, and cloud categories and cloud players.
  - 16 new information boxes have been added to include the latest information systems trends.
- The following NEW cases have been included: Business Intelligence and Data Warehousing at Harrah's Entertainment, Inc. Multinational Companies Could Break the Language Barriers on the Web. Genetic Algorithm at Staples, Inc. Cloud Computing Helps Universities Cut Costs.

## TABLE OF CONTENTS

1. Information Systems: An Overview.
2. Computers: The Machines Behind Computing.
3. Database Systems, Data Warehouses, and Data Marts.
4. Personal, Legal, Ethical, and Organizational Issues of Information Systems.
5. Protecting Information Resources.
6. Data Communication: Delivering Information Anywhere and Anytime.
7. The Internet, Intranets, and Extranets.
8. E-Commerce.
9. Global Information Systems.
10. Building Successful Information Systems.
11. Enterprise Systems.
12. Management Support Systems.
13. Intelligent Information Systems.
14. Emerging Trends, Technologies, and Applications.

## ABOUT THE AUTHOR

**Hossein Bidgoli**, Ph.D., is professor of Management Information Systems at California State University. Dr. Bidgoli helped set up the first PC lab in the United States and served as its first director. He is the author of 43 textbooks, 27 manuals and over five dozen technical articles and papers on various aspects of computer applications, information systems and network security, e-commerce and decision support systems published and presented throughout the world. Dr. Bidgoli also serves as the editor-in-chief of The Internet Encyclopedia, The Handbook of Information Security, The Handbook of Computer Networks, and the Encyclopedia of Information Systems.



# STRATEGIC INFORMATION SYSTEMS MANAGEMENT

*Kevin Grant, Ray Hackney, David Edgar*

ISBN: 1-4080-0793-2

ISBN-13: 978-1-4080-0793-8

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## FEATURES AND BENEFITS

- An accessible synthesis of contributions from leading figures in the field mapped to the latest course curriculum requirements
- Readers are guided by consistent learning features built around clear chapter learning objectives to provide a complete learning experience
- Contemporary cases show students how issues are approached in the real world.
- Includes coverage of the latest technologies and hot topics including disruptive technologies, e-government, global outsourcing, knowledge management and much more!
- A companion website boosts learning with supportive materials for both students and lecturers

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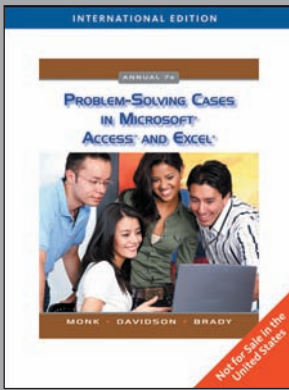
1. Business Strategy for the Digital World
2. Business Exploitation of Information and Communication Technology Systems
3. Information Systems Development Approaches
4. Disruptive Technologies and Applications
5. Business IT/IS Alignment
6. Strategic IS/IM in Context
7. Global Issues in Information Management
8. Strategic Knowledge Management
9. Organizational Change, Culture and Strategic IS/IT Led Change
10. IS/IT Benefits Management and Realization
11. Strategic IT/IS Leadership and IT Governance
12. IT/IS Professionalism, Ethics and Security

## ABOUT THE AUTHOR

**Kevin Grant** is a Senior Lecturer at Glasgow Caledonian University. His wide range of specialist expertise includes: Systems; Information and Information Systems; Strategic Information Systems Planning; E-Business Applications and Technologies; IT/IS Evaluation and Research, Teaching, Scholarship and Consultancy in Higher Education.

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**David Edgar** is Professor of Strategy and Business Transformation and member of the Division of Strategy, Innovation and Enterprise at Caledonian Business School, Glasgow Caledonian University. His main areas of research and teaching are Business Uncertainty, E-Business Strategy and Knowledge Management.



# PROBLEM-SOLVING CASES IN MICROSOFT ACCESS AND EXCEL, INTERNATIONAL EDITION, NINTH EDITION

*Ellen F. Monk, Gerard S. Cook, Joseph A. Brady*

ISBN: 1-1118-2043-0

ISBN-13: 978- 1-1118-2043-5

March 2011

288 pages



## FEATURES AND BENEFITS

- **Updated Tutorials:** These updated tutorials walk students through Microsoft® Access® and Excel® 2010, imparting spreadsheet and database skills while preparing them for real-life, on-the-job application.
- **All-New Cases and Problems:** Students gain valuable insight about today's marketplace from working twelve new cases and solving realistic problems with Microsoft® Access® and Excel®.
- **Realistic Business Scenarios:** Students examine twelve new cases, each introducing a commonly occurring business issue, and learn how to use Excel® and Access® to analyze and help solve problems.
- **Skill-building Instruction:** Hands-on tutorials demonstrate the ins and outs of Microsoft® Access® and Excel® 2010, and prepare students for the real workplace by testing their spreadsheet and database skills.
- **Integration Cases:** Two cases in the text require students to apply both Access® and Excel® simultaneously, helping to develop analytical skills while giving them valuable practice using newly acquired knowledge.

## ABOUT THE AUTHORS

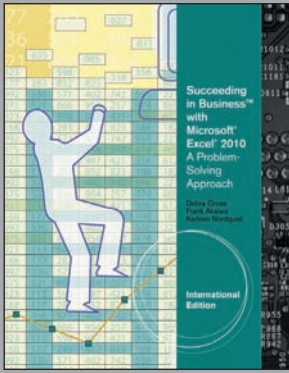
**Ellen F. Monk** has been teaching Information Systems at the Lerner College of Business and Economics at the University of Delaware since 1989. Prior to her teaching career, Ellen worked as a chemical engineer for Engelhard Industries and W. R. Grace & Co's Davison Chemical Division. Ms. Monk has a B.S. degree in Chemical Engineering and an MBA.

**Gerald Cook** has been the instructor for the Operations Management Technology program at Delaware Technical of Community College since its inception in 2007.

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  - Case 3: The Intramural Sports Database.
  - Case 4: T-shirts Etc. Order Database.
  - Case 5: The Precious Metal Depository Database.
- Part II: Decision Support Cases Using Excel Scenario Manager.
  - Tutorial C: Building a Decision Support System in Excel.
  - Case 6: Future Cars Inc. Product Strategy Decision.
  - Case 7: Health Care Coverage Decision at Big Dog Collars.
- Part III: Decision Support Cases Using Excel Solver.
  - Tutorial D: Building a Decision Support System.
  - Case 8: Kuhlman's Department Store Media Problem.
  - Case 9: Green Jeans, LLC Sales and Operations Plan.
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  - Case 10: The College Return on Investment Analysis.
  - Case 11: Integration Case: Using Access And Excel.
  - Case 12: Baseball Offensive Performance Analysis.
- Part VI: Advanced Excel Skills.
  - Tutorial E: Guidance for Excel Cases.
- Part VII: Presentation Skills.
  - Tutorial F: Giving an Oral Presentation.

**Joseph A. Brady** currently teaches MIS courses at the University of Delaware, where he has taught since 1990. Prior to his teaching career, he worked as a financial analyst for E.I. Dupont de Nemours. Dr. Brady has an M.S. degree in Computer Science, an MBA, and a Ph.D. in Education. He is also a Certified Public Accountant.



# SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE EXCEL 2010: A PROBLEM SOLVING APPROACH, INTERNATIONAL EDITION

*Debra Gross, Frank Akaiwa, Karleen Nordquist*

ISBN: 0-538-47323-1

ISBN-13: 978-0-538-47323-1

August 2010 720 pages



## FEATURES AND BENEFITS

- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
- Introduces students gradually to more advanced and broader skills through three levels of complexity in each chapter, beginning with an introductory conceptual chapter on databases.
- Offers case problems (such as accounting, finance, marketing, and operations management) and Steps to Success activities that provide additional practice in a real-world context.
- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Excel.

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6. Evaluating the Financial Impact of Loans and Investments
7. Organizing Data for Effective Analysis
8. Using Data Tables and Excel Scenarios for What-If Analysis
9. Enhancing Decision Making with Solver
10. Troubleshooting Workbooks and Creating Excel Applications



# SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE ACCESS 2010: A PROBLEM SOLVING APPROACH, INTERNATIONAL EDITION

*Sandra Cable*

ISBN: 0-538-47002-X

ISBN-13: 978-0-538-47002-5

©2011 608 pages

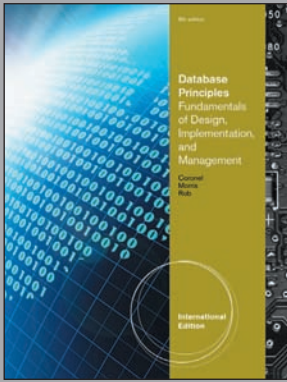


## FEATURES AND BENEFITS

- Challenges students to find effective solutions to business situations through problem-solving, critical thinking, and analysis.
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- Provides Feature boxes, quick references to the steps needed to complete tasks, and tips to help students become more efficient users of Access.

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7. Enhancing User Interaction Through Programming



# DATABASE

## PRINCIPLES: FUNDAMENTALS OF DESIGN, IMPLEMENTATION AND MANAGEMENT, INTERNATIONAL EDITION, NINTH EDITION

*Carlos Coronel, Steven Morris, Peter Rob*

ISBN: 0-538-46951-X

ISBN-13: 978-0-538-46951-7

March 2010

700 pages



### FEATURES AND BENEFITS

- Updated coverage of data models, normalization, and database design and life cycle.
- Full-color, detailed illustrations, tables, and diagrams enhance comprehension and facilitate understanding of more complex concepts.
- Variety of databases in various formats are used to provide readers with experience in implementation using MS Access, MS SQL Server, and Oracle databases.
- New and updated business vignettes offer insight on the most current issues and challenges facing database implementation today.
- Clear, straightforward writing style provides an outstanding balance of theory and practice.
- Instructor's Manual includes all end-of-chapter solutions, suggested discussion material, and other resources, giving teacher's a complete teaching tool.

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  10. Transaction Management And Concurrency Control.
  11. Database Performance Tuning And Query Optimization.
  12. Distributed Database Management Systems.
  13. Business Intelligence And Data Warehouses.
- Part V: Databases And The Internet.
  14. Database Connectivity And Web Technologies.
- Part VI: Database Administration.
  15. Database Administration And Security.
- Online Appendices.

### ABOUT THE AUTHORS

**Carlos Coronel** is currently the Lab Director for the College of Business Computer Labs at Middle Tennessee State University. He has 26 years of experience in various fields as a Database Administrator, Network Administrator, Web Manager, and Technology Specialist, and teaches courses in Web development, database design and development, and data communications at undergraduate and graduate levels.

**Peter Rob** has 32 years experience teaching file systems, database systems design, database design, database applications development, and more. Peter's real-world experience includes two years as a Director of Operations at an aviation chart company, 20 years as a consultant for hands-on operations systems analysis/development and database systems design, and 15 years experience as a statistical quality control systems analysis and systems/applications developer.

**Steven Morris** completed his Bachelor of Science and PhD from Auburn University. He has taught Database Design and Development, Database Programming with Advanced SQL and PL/SQL, Systems Analysis and Design, and Principles of MIS at Middle Tennessee State University.



# CONCEPTS OF DATABASE MANAGEMENT, INTERNATIONAL EDITION SEVENTH EDITION

*Philip J. Pratt, Joseph J. Adamski*

ISBN: 1-1118-2591-2

ISBN-13: 978-1-1118-2591-1

June 2011

400 pages



## FEATURES AND BENEFITS

- Comprehensively discusses database design that includes normalization, an easily applied database design method, E-R diagrams, numerous database design examples, requirements gathering and analysis, and trade-off discussions.
- Extensively covers SQL with numerous examples illustrating the various concepts. Advanced topics such as concurrency issues, distributed databases, data warehouses, stored procedures, triggers, XML, and database processing over the Web are included.
- A case problem in each chapter challenges students and reinforces concepts.
- Appendices describe the purpose and syntax of the major SQL commands used in the book.
- Updated to cover Access 2010.

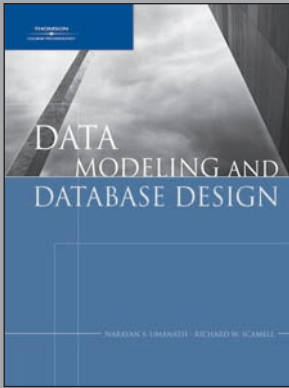
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1. Introduction to Database Management
  2. The Relational Model 1: Introduction, QBE, and Relational Algebra
  3. The Relational Model 2: SQL
  4. The Relational Model 3: Advanced Topics
  5. Database Design 1: Normalization
  6. Database Design 2: Design Method
  7. DBMS Functions
  8. Database Administration
  9. Database Management Approaches
- Appendices
- A. Comprehensive Design Example: Marvel College
  - B. SQL Reference
  - C. "How Do I" Reference
  - D. Answers to Odd-Numbered Review Questions
  - E. Using Access to Create and Publish a Web Database
  - F. Determining Information-Level Requirements

## ABOUT THE AUTHORS

**Phillip J. Pratt** is Professor Emeritus of Mathematics and Computer Science at Grand Valley State University, where he taught for 33 years. His teaching interests include database management, systems analysis, complex analysis, and discrete mathematics. He has authored over 60 textbooks, including coauthoring three levels of Microsoft Office Access 2007 books for the Shelly Cashman Series.

**Joseph J. Adamski** earned a master's degree in computer science at Rensselaer Polytechnic Institute and spent 12 years as a computer professional at aerospace and financial services companies. His academic and research interests have concentrated on database and systems engineering. He recently published his 30th textbook. Currently, he is an Associate Professor Emeritus at Grand Valley State University, where he has taught since 1979.



# DATA MODELING AND DATABASE DESIGN

*Narayan Umanath, Richard Scamell*

ISBN: 1-4239-0083-9

ISBN-13: 978-1-4239-0083-2

January 2007

698 pages

## FEATURES AND BENEFITS

- Offers substantial coverage of higher degree relationships and other complex relationships in the entity-relationship diagram.
- Presents unique features under the topic of normalization rarely found in business database books.
- Includes in-depth coverage of relationship algebra supported by a significant number of examples of their operationalization in ANSI/ISO SQL.
- Provides a plethora of diagrams, boxes, and tables that visually reinforce key concepts.
- Features exercises at the end of each chapter that provide opportunity for practice and skill application.

## TABLE OF CONTENTS

1. Database Systems: Architecture and Components
  2. Foundation Concepts
  3. Entity-Relationship Modeling
  4. Enhanced Entity-Relationship (EER) Modeling
  5. Modeling Complex Relationships
  6. The Relational Data Model
  7. Functional Dependencies
  8. Normal Forms Based on Functional Dependencies
  9. Higher Normal Forms
  10. Database Creation
  11. Data Manipulation: Relational Algebra and SQL
  12. Advanced Data Manipulation Using SQL
- Appendix A: Data Modeling Architectures Based on the Inverted Tree and Network Data Structures
- Appendix B: Object-Oriented Data Modeling Architectures
- Appendix C: Overview of SQL Reserved Words

## ABOUT THE AUTHORS

**Dr. Narayan S. Umanath** is Professor of Information Systems at the University of Cincinnati, Ohio. Entering academia after fifteen years of technical and managerial experience in the software development industry, Umanath received his Ph.D in Business Administration from the University of Houston in 1987. His current research interests include electronic integration in supply chain relationships, data modeling & data warehousing and organizational issues pertaining to Information Systems.

**Dr. Richard W. Scamell** serves as Professor of Decision and Information Sciences in the C. T. Bauer College of Business at the University of Houston. He received his Ph.D. degree from The University of Texas at Austin. Since joining the faculty at Houston in 1972, he has taught more than two dozen different courses at the undergraduate, masters, and doctoral levels, including several in the database area.





# A GUIDE TO SQL

## INTERNATIONAL EDITION

### EIGHTH EDITION

*Philip J. Pratt, Mary Z. Last*

ISBN: 0-538-74767-6

ISBN-13: 978-0-538-74767-7

©2009

360 pages

## FEATURES AND BENEFITS

- Provides hands-on projects at the end of each chapter, including review questions, running cases, and extensive exercises, to solve problems and apply skills from each chapter.
- The text focuses on presenting the basics regardless of the database environment and is based on Oracle 11g, Access 2007, and MySQL to keep your class current.
- New! The new edition teaches the basics of SQL programming using three running cases.

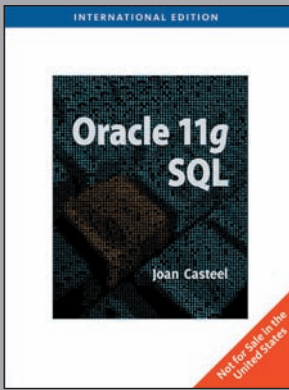
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1. Introduction to Premiere Products, Henry Books, and Alexamara Marina Group
  2. Database Design Fundamentals
  3. An Introduction to SQL
  4. Single-Table Queries
  5. Multiple-Table Queries
  6. Updating Data
  7. Database Administration
  8. SQL Functions and Procedures.
- Appendices
- A. SQL Reference
  - B. "How do I" Reference
  - C. Answers to Odd-Numbered Review Questions

## ABOUT THE AUTHOR

**Phillip J. Pratt** is a professor of Mathematics and Computer Science at Grand Valley State University where he was department Chair from 1993–2001. He has authored several textbooks including the best-selling *Concepts of Database Management* and *A Guide to SQL*. His current teaching and research interests include database management, systems analysis, complex analysis, and discrete mathematics.

**Mary Z. Last** is Chair of the Business Information Technology and Systems Department and Director of the Center for Effectiveness in Learning and Teaching at the University of Mary Hardin-Baylor in Belton, Texas. Last is a contributing author on the Shelly Cashman Series' Microsoft Office Access texts and coauthor of *A GUIDE TO MYSQL*. She also has authored instructor resource materials for a variety of texts.



# ORACLE 11g: SQL, INTERNATIONAL EDITION, SECOND EDITION

*Joan Casteel*

ISBN: 1-4390-8124-7

ISBN-13: 978-1-4390-8124-2

©2010 July 2009

640 pages

## FEATURES AND BENEFITS

- Maps to the Oracle Certification Exams 1Z0-007 and 1Z0-051.
- Covers most topics in the new Oracle Database SQL Expert Exam 1Z0-047.
- Now includes material on using virtual columns, CASE expressions, the NULLIF function, and the explain plan for verifying indexes.
- Explains both ANSI and traditional join methods.
- Incorporates hands-on activities at the end of each chapter, such as review questions, assignments, and case projects, to help reinforce Oracle 11g SQL skills.
- Includes Oracle 11g database software with each new copy of the textbook.

## TABLE OF CONTENTS

1. Overview of Database Concepts.
2. Basic SQL SELECT Statements.
3. Table Creation and Management.
4. Constraints.
5. Data Manipulation and Transaction Control.
6. Additional Database Objects.
7. User Creation and Management.
8. Restricting Rows and Sorting Data.
9. Joining Data from Multiple Tables.
10. Selected Single-Row Functions.
11. Group Functions.
12. Subqueries and Merge.
13. Views.
14. Formatting Readable Output.
15. Exploring SQL Topics in Application Development.

## ABOUT THE AUTHOR

**Joan Casteel** has more than twelve years of experience in application development in various business environments. She has been teaching Oracle development at Tidewater Community College for the past seven years in the Database Specialist curriculum. Joan has authored two textbooks for Course Technology, a part of Cengage Learning.



### **Oracle 10g Developer: PL/SQL Programming**

*Joan Casteel*

ISBN: 1-4239-0136-3 • ISBN-13: 978-1-4239-0136-5

August 2007 • 560 pages

\*Includes Free Software: Oracle 10g Developer



### **Guide to Oracle 10g**

*Joline Morrison, Mike Morrison, Rocky Conrad*

ISBN: 0-619-21629-8 • ISBN-13: 978-0-619-21629-0

August 2005 • 1014 pages



### **Oracle 10g Database Administrator:**

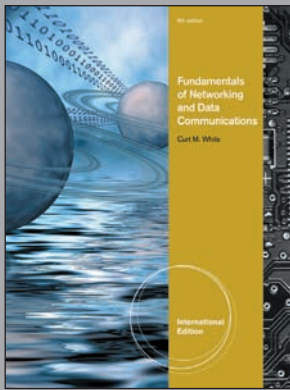
**Implementation and Administration**

*Gavin Powell, Carol McCullough-Dieter*

ISBN: 1-4188-3665-6 • ISBN-13: 978-1-4188-3665-8

June 2006 • 552 pages

\*Includes Free Software: Oracle 10g Database



# FUNDAMENTALS OF NETWORKING AND DATA COMMUNICATIONS INTERNATIONAL EDITION, SIXTH EDITION

*Curt White*

ISBN: 0-538-46934-X

ISBN-13: 978-0-538-46934-0

April 2010 528 pages



## FEATURES AND BENEFITS

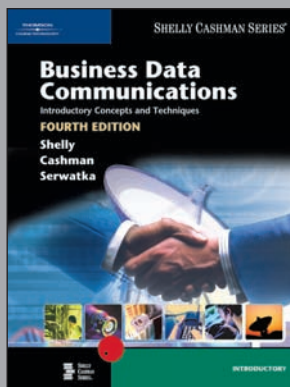
- Thirteen chapters introduce computer networks and data communications and include coverage of the language of computer networks and the effects of data communications on today's society.
- Updated to include the latest technologies.
- Provides "Details" sections that separate highly technical material from the rest of the chapter narrative.
- Offers "In Action" examples which demonstrate the chapters' key topics in a realistic work environment.
- Contains "Thinking Outside the Box" exercises at the end of each chapter which challenge users to explore ideas beyond those explicitly outlined in the chapter.

## TABLE OF CONTENTS

1. Introduction to Computer Networks and Data Communications.
2. Fundamentals of Data and Signals.
3. Conducted and Wireless Media.
4. Making Connections.
5. Making Connections Efficient: Multiplexing and Compression.
6. Errors, Error Detection, and Error Control.
7. Local Area Networks: The Basics.
8. Local Area Networks: Software and Support Systems.
9. Introduction to Metropolitan Area Networks and Wide Area Networks.
10. The Internet.
11. Voice and Data Delivery Networks.
12. Network Security.
13. Network Design and Management.

## ABOUT THE AUTHOR

**Curt White** completed a B.S. in Computer Science in 1976, an M.S. in Computer Science in 1978, and a Ph.D. in Computer Science from Wayne State University in 1986. He began his teaching career at Wayne State as a lecturer in 1978. Following that, Curt spent eight years at Illinois State University, seven years at Purdue University — Fort Wayne, three years at Dominican University, and has been at DePaul University since 1998. Curt has published over 30 articles on computer science and computer science education, two chapters in books, and two college textbooks. In 1997, he chaired the national conference on computer science education, and more recently was the president of the Consortium for Computing Sciences in Colleges.



# BUSINESS DATA COMMUNICATIONS: INTRODUCTORY CONCEPTS AND TECHNIQUES, FOURTH EDITION

*Gary B. Shelly, Thomas J. Cashman, Judy A. Serwatka*

ISBN: 0-7895-6806-3

ISBN-13: 978-0-7895-6806-9

November 2003

488 pages

## FEATURES AND BENEFITS

- Fifteen chapters introduce fundamental data communications concepts, including the components of data communications, the effects of data communications on today's society, data transmission and protocols, types of networks, the importance of wireless technologies, e-business applications, communications services, and the challenges of living in a connected world.
- Full-color design maintains student interest and provides an exciting presentation of business data communications.
- Updated to include the newest network technologies.
- The Internet Projects and NetLinks help you bring the Internet into your classroom and keep your students up to date.
- New "Communications Trailblazer" feature introduces students to people who have contributed to the industry.

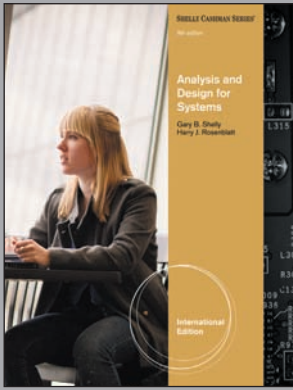
## TABLE OF CONTENTS

1. Introduction to Communications
2. Fundamentals of Communications
3. Communications Media, Servers, and Clients
4. Communication Equipment
5. Data Transmission
6. Protocols
7. Network Concepts
8. Wide Area and Metropolitan Area Networks
9. Local Area Networks
10. Network Security
11. Network Management
12. The Internet
13. Communication Services
14. E-Business Applications and the Business Data Communications Industry
15. Addressing the Challenge of Living in a Connected World

## ABOUT THE AUTHORS

**Gary B. Shelly** and **Tom J. Cashman** wrote and published their first computer education textbook in 1969. Since then, more than twenty million copies of Shelly Cashman textbooks have been sold. In recent years, Gary, Tom, and a group of contributing authors have produced leading textbooks on computer programming, computer concepts, and application software.

**Dr. Judy A. Serwatka** received her Ed.D. in Business Education from Northern Illinois University with minors in Management Information Systems and Instructional Technology. She received an M.S. in Management, and an A.S. and B.S. in Computer Technology from Purdue University Calumet. She is currently Associate Professor of Computer Technology at Purdue University North Central. She taught courses in the CIS area for 17 years at Purdue University Calumet and was Option Chairman for the Systems Networking Option in the B.S. degree program at that campus. Prior to teaching at Purdue, Dr. Serwatka held the positions of systems engineer, computer operator, computer programmer, and systems analyst at several organizations over a period of 23 years.



# ANALYSIS & DESIGN FOR SYSTEMS, INTERNATIONAL EDITION, NINTH EDITION

*Gary B. Shelly, Harry J. Rosenblatt*

ISBN: 0-538-48162-5

ISBN-13: 978-0-538-48162-5

©2012 June 2011

752 pages

## FEATURES AND BENEFITS

- Eighteen Video Learning Sessions (VLS) enhance the textbook and explain important systems analysis skills and concepts in a format that best suits today's visual learners. Topics include DFDs, data normalization, entity-relationship diagrams, decision tables, financial tools, and project management. The step-by-step explanations are easy to follow and understand.
- Four new Video Learning Sessions covering Object Oriented topics have been added to provide greater depth to course concepts, enhancing students' overall understanding of material.
- Content has been updated to ensure the most current coverage of project management today.
- New! Ready for a Challenge critical-thinking End-Of-Chapter exercises challenge students to complete questions through independent problem solving, reinforcing the concepts learned in the chapter.
- The CASE Tools portion of the Study Toolkit has been heavily revised to cover business process modeling with Visible Analyst & Visio.

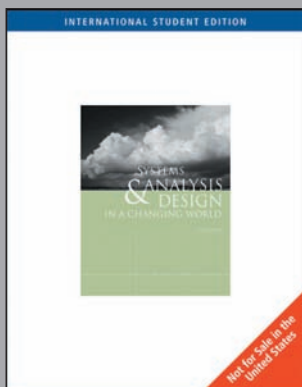
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1. Systems Analysis Fundamentals.
  2. Business Justification.
  3. Project Management.
  4. Determining Requirements.
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  6. Object Analysis.
  7. Options for Development.
  8. Designing the Interface.
  9. Designing the data.
  10. System Construction Planning.
  11. Making the System Operational.
  12. Securing and Supporting the System.
- Appendix A: Communicating.  
Appendix B: Software Engineering.  
Appendix C: Cost-Benefit Analysis.  
Appendix D: Internet Resources

## ABOUT THE AUTHORS

**Gary B. Shelly** *Please see page 19.*

**Harry J. Rosenblatt** is a professor of information systems at College of the Albmarle in Elizabeth City, North Carolina. His background is in management and computer systems consulting. He has co-authored the last six editions of the Shelly Cashman *Systems Analysis and Design* textbook.



# SYSTEMS ANALYSIS & DESIGN IN A CHANGING WORLD, INTERNATIONAL EDITION, FIFTH EDITION

*John Satzinger, Robert Jackson, Stephen Burd*

ISBN: 0-324-59377-5

ISBN-13: 978- 0-324-59377-8

March 2008

656 pages



## FEATURES AND BENEFITS

- Incorporates advanced object-oriented design topics throughout the book.
- Offers extensive updates to trends in systems development and design.
- Includes Microsoft Project Professional 2007 120-day trial version in every book.
- Password protected Student Online Companion offers more opportunity for interactive learning, hands-on practice, and a guide to Microsoft Project 2007. (at [www.course.com/mis/sad5](http://www.course.com/mis/sad5))
- Multiple software bundling options, including Microsoft Visio 2007, Visible Analyst, Embarcadero Describe, Edge Diagrammer, and Popkin's System.

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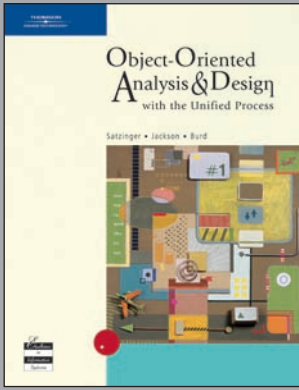
- Part One: The Systems Analyst
1. The World of the Information Systems Analyst
  2. Approaches to System Development
  3. The Analyst as a Project Manager
- Part Two: Systems Analysis Tasks
4. Beginning the Analysis: Investigating System Requirements
  5. Modeling System Requirements
  6. The Traditional Approach to Requirements
  7. The Object-Oriented Approach to Requirements
  8. Evaluating Alternatives for Requirements, Environment, and Implementation
- Part Three: Systems Design Tasks
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  10. The Traditional Approach to Design
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  12. Object-Oriented Design: Use Case Realization
  13. Designing Databases
  14. Designing the User Interface
  15. Designing System Interfaces, Controls, and Security
- Part Four: Implementation and Support
16. Making the System Operational
  17. Current Trends in System Development

## ABOUT THE AUTHORS

**John Satzinger** is a professor in the Computer Information Systems department at Missouri State University. With more than 15 years of teaching and research experience at leading CIS and MIS university programs, John's interests include systems analysis and design, graphical user interface design, and object-oriented development. He holds an MBA from Cal Poly University and earned his Ph.D. at the Claremont Graduate University.

**Robert Jackson** has published numerous papers and textbooks in the areas of object-oriented systems analysis and design, International software-technology transfer, and information-systems education. Dr. Jackson received his Ph.D. in Computer Science from Brigham Young University.

**Stephen Burd** *Please see page 22.*



# OBJECT-ORIENTED ANALYSIS & DESIGN WITH THE UNIFIED PROCESS

*John Satzinger, Robert Jackson, Stephen Burd*

ISBN: 0-619-21643-3

ISBN-13: 978-0-619-21643-6

November 2004

608 pages

## FEATURES AND BENEFITS

- Covers analysis and design in an exclusively object-oriented approach.
- Based on the proven pedagogy and approach of the authors' "Changing World" text.
- Integrates two running cases using the Rocky Mountain Outfitters Corporation and Reliable Pharmaceuticals for students to present and apply business concepts.
- Highlights "Best Practices" throughout each chapter to give students concrete examples of what concepts to apply in business environments.
- Includes a free 120-day trial of Microsoft Project 2003, as well as access to the password-protected Student Online Companion which includes appendices, PowerPoint slides, quizzes, and glossary. ([www.course.com/OOAD](http://www.course.com/OOAD))

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Part One: System Development and the Unified Process

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Part Two: Modeling and the Requirements Discipline

4. Business Modeling and Requirements Activities
5. Use Cases and Domain Models
6. Use Case Modeling

Part Three: The Design Discipline

7. Design Activities and Environments
8. Use Case Realization in an Iteration
9. Advanced Design Principles and Patterns
10. Designing the Data Access Layer
11. Designing the User Interface Layer
12. Designing System Interfaces, Controls, and Security

Part Four: Implementation, Test, and Deployment Disciplines

13. Making the System Operational
14. Agile Development

## ABOUT THE AUTHORS

**John Satzinger** *Please see page 21.*

**Robert Jackson** *Please see page 21.*

**Stephen Burd** is an associate professor at the University of New Mexico, where he has been teaching courses in management information systems, networks, databases, and hardware/software since 1984. He received his bachelor's and master's degrees at the University of Baltimore, and his Ph.D. from Purdue University, and has authored more than seven top-selling textbooks for Course Technology.





# MANAGEMENT OF INFORMATION SECURITY, INTERNATIONAL EDITION, THIRD EDITION

*Michael E. Whitman, Herbert J. Mattord*

ISBN: 0-8400-3160-2

ISBN-13: 978-0-8400-3160-0

January 2010

576 pages

## FEATURES AND BENEFITS

- Reflects changes in the field, including revised sections on national and international laws and international standards like the ISO 27000 series.
- Additional coverage in key managerial areas of Information Security Governance, Access Control Models, and Information Security Program Assessment and Metrics.
- Former Chapter 12, Project Management, has been merged into Chapter 1 – providing all introductory and general IT managerial material in the opening chapter.
- Chapter 6, Security Management Models and Practices, has been split into two chapters and enhanced with more practices and models, consolidating and enhancing coverage of security management materials.
- Applies a running case study which follows a fictional company as it encounters various information security issues, rounded out by discussion questions that encourage class participation.
- Offers "Viewpoint" essays to provide a range of commentary that illustrate interesting topics or share personal experiences--providing students with real-world examples.

## ABOUT THE AUTHORS

**Michael E. Whitman** *Please see page 24.*

**Herbert J. Mattord** *Please see page 24.*

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5: Developing Security Programs.

6: Security Management Models.

7: Security Management Practices.

Unit IV: Protection.

8: Risk Assessment.

9: Controlling Risk.

10: Protection Mechanisms.

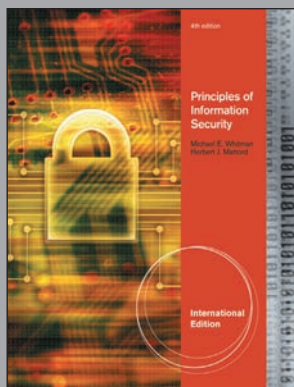
Unit V: People.

11: Personnel And Security.

12: Law And Ethics.

Appendix A : NIST SP 800-26, Security Self-Assessment Guide for Information Technology Systems and ISO 27002 Questionnaire.

Appendix B : Risk Management Models.



# PRINCIPLES OF INFORMATION SECURITY, INTERNATIONAL EDITION FOURTH EDITION

*Michael E. Whitman, Herbert J. Mattord*

ISBN: 1-1111-3823-3

ISBN-13: 978-1-1111-3823-3

©2012

656 pages



## FEATURES AND BENEFITS

- Enhanced section on Security Models and Standards, including access control models, Bell-LaPadula, Biba, and others, as well as enhanced coverage of NIST and ISO standards.
- New content on Security Governance adds depth and breadth to the topic.
- Updates on the newest laws and a host of identity theft bills.
- Includes a new section on addressing the methods and results of systems certification and accreditation in accordance with federal guidelines.
- Up-to-date examples and references maintain currency and relevance.
- Conforms fully to CNSS Training Standard 4011, which allows federal recognition of programs based on this book.
- Uses examples of information security issues, tools and practices implemented in today's businesses, fostering real-world application.
- Includes Off-Line boxes with sidebar articles for further study, and Technical Details boxes that separate highly technical information from the chapter

narrative for easier reading.

- Contains updated managerial content to provide general, yet valuable information, without bogging your students down with extraneous, highly specific details.

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1. Information Security: An Introduction.
2. Why Security is Needed.
3. Professional, Legal, and Ethical Issues in Information Security.
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8. Cryptography.
9. Physical Security.
10. How to Implement Information Security.
11. Personnel and Security.
12. Maintenance of Information Security and eDiscovery.

## ABOUT THE AUTHORS

**Michael E. Whitman, Ph.D., CISM, CISSP** is a professor of Information Systems in the Computer Science and Information Systems department at Kennesaw State University, Kennesaw, Georgia. Dr. Whitman is an active researcher in Information Security, Fair and Responsible Use Policies, and Ethical Computing and Information Systems Research Methods. He has published articles in *Information Systems Research*, *the Communications of the ACM*, *Information and Management*, *the Journal of International Business Studies*, and *the Journal of Computer Information Systems*. He is an active member of the Computer Security Institute, the Information Systems Security Association, Georgia Electronic Commerce Association's Information Security Working Group, the Association for Computing Machinery, and the Association for Information Systems.

**Herbert J. Mattord, MBA, CISM, CISSP** recently completed 24 years of IT industry experience as an application developer, database administrator, project manager, and information security practitioner before joining the faculty at Kennesaw State University. During his career as an IT practitioner, he has been an adjunct professor at Kennesaw State University, Southern Polytechnic State University, Austin Community College, and Southwest Texas State University. He currently teaches courses in Information Security, Data Communications, Local Area Networks, Database Technology, Project Management, and Systems Analysis & Design. He was formerly the Manager of Corporate Information Technology Security at Georgia-Pacific Corporation.



# HANDS-ON INFORMATION

## SECURITY LAB MANUAL

THIRD EDITION

*Michael E. Whitman, Herbert J. Mattord*

ISBN: 1-4354-4156-7

ISBN-13: 978-1-4354-4156-9

©2011 Dec 2010 448 pages



### FEATURES AND BENEFITS

- Eliminate expensive software purchases and time spent setting up a lab with the free software to complete all exercises included with every text.
- Increase students' knowledge of information security with this hands-on lab manual for introductory, technical and managerial students.
- Apply skills in a non-certification environment for students looking for a different approach to security issues using Microsoft Windows 2000, XP and Linux.

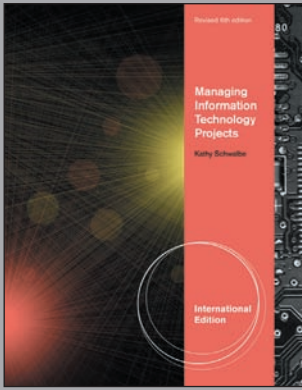
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  6. Domain 4: Cryptography.
  7. Domain 5: Information Security and Risk Management.
  8. Domain 6: Legal, Regulations, Compliance and Investigations.
  9. Domain 7: Operations Security.
  10. Domain 8: Physical (Environmental) Security.
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### ABOUT THE AUTHORS

Michael E. Whitman *Please see page 24.*

Herbert J. Mattord *Please see page 24.*



# MANAGING INFORMATION TECHNOLOGY PROJECTS, INTERNATIONAL EDITION, REVISED SIXTH EDITION

*Kathy Schwalbe*

ISBN: 0-538-48070-X

ISBN-13: 978-0-538-48070-3

©2011

672 pages



## FEATURES AND BENEFITS

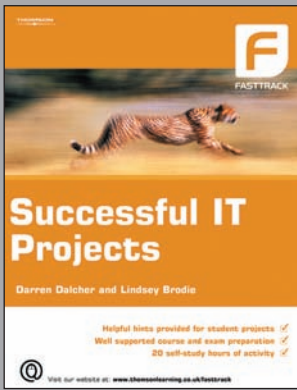
- Presents an understandable, integrated view of the many concepts skills, tools, and techniques involved in project management
- The only textbook to apply all nine project management knowledge areas: project integration, scope, time, cost, quality, human resource, communications, risk, and procurement management.
- Appendix A: Guide to Using Microsoft Project has been updated for Office 2010.
- Fully updated for the newly released PMBOK Guide, Fourth Edition. Describes in detail new processes and provides more details and examples of their output.
- Appendix B reflects changes to the PMP exam, mostly due to the new edition of PMBOK Guide.
- Exercises, running cases, What Went Right?, What Went Wrong?, Best Practice, and Media Snapshot examples are updated!

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1. Introduction to Project Management
  2. The Project Management and Information Technology Context
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## ABOUT THE AUTHOR

**Kathy Schwalbe** is a professor in the Department of Business Administration at Augsburg College in Minneapolis, where she teaches courses in project management, problem solving for business, systems analysis and design, information systems projects, and electronic commerce. Kathy was also an adjunct faculty member at the University of Minnesota, where she taught a graduate-level course in project management in the engineering department. She also provides training and consulting services to several organizations and speaks at several conferences. Kathy worked for ten years in industry before entering academia in 1991. Kathy is an active member of PMI, having served as the Student Chapter Liaison for the Minnesota chapter of PMI, VP of Education for the Minnesota chapter, Editor of the Information Systems Specific Interest Group (ISSIG) Review, and member of PMI's test-writing team. She is currently the Director of Communications for the ISSIG. Kathy earned her Ph.D. in Higher Education at the University of Minnesota, her MBA at Northeastern University's High Technology MBA program, and her B.S. in mathematics at the University of Notre Dame.



# SUCCESSFUL IT PROJECTS

*Darren Dalcher, Lindsey Brodie*

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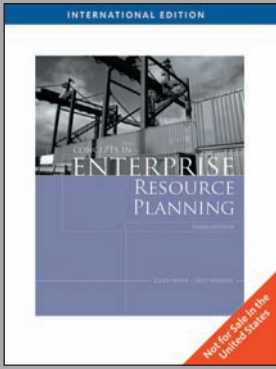
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## ABOUT THE AUTHOR

**Ellen F. Monk** has been teaching Information Systems at the Lerner College of Business and Economics at the University of Delaware since 1989. Prior to her teaching career, Ellen worked as a chemical engineer for Engelhard Industries and W. R. Grace & Co's Davison Chemical Division. Ms. Monk has a B.S. degree in Chemical Engineering and an MBA.

**Bret Wagner** is an associate professor and director of Western Michigan University's Integrated Supply Matrix Management program. Dr. Wagner received his Ph.D. in Operations Management from Michigan State University and has published a number of articles on topics in production planning and scheduling. He has been involved in the integration of ERP software into business curriculum since 1998.



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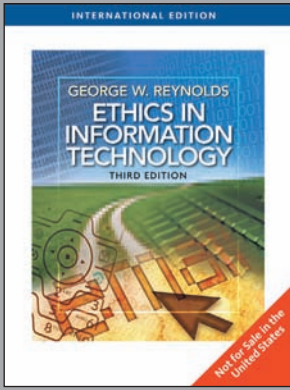
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## ABOUT THE AUTHOR

**Gary Schneider** is the William S. Perlroth Professor of Accounting at Quinnipiac University. His prior teaching appointments include the University of San Diego, the University of Tennessee, and Xavier University. He has written widely on accounting and information systems topics and is the author of more than 50 books and 80 research papers. His books have been translated into Chinese, French, Italian, Korean, and Spanish. Gary's work has appeared in a number of journals including *Interfaces*, the *IS Audit & Control Journal*, and the *Journal of Information Systems*. Gary holds a Ph.D. in accounting information systems from the University of Tennessee, an MBA from Xavier University, and a BA in economics from the University of Cincinnati. He is a CPA and practiced public accounting in Ohio for 14 years before undertaking his academic career.



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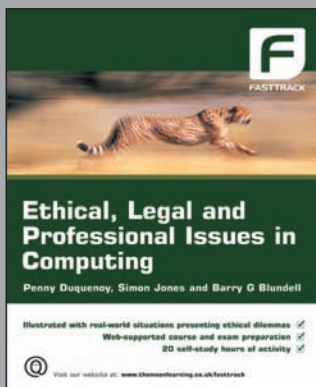
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### ABOUT THE AUTHOR

**George Reynolds** brings a wealth of computer and industrial experience to the project, with more than thirty years of experience working in government, institutional, and commercial IS organizations. He has also authored nineteen texts and has taught the introductory IS course at the University of Cincinnati, Miami University, and College of Mount St. Joseph.





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*Penny Duquenoy, Simon Jones, Barry G. Blundell*

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## ABOUT THE AUTHORS

**Stephen Burd** is an Associate Professor at the University of New Mexico, where he has been teaching courses in management information systems, networks, databases, and hardware/software since 1984. He received his bachelor's and master's degrees at the University of Baltimore, and his Ph.D. from Purdue University, and has authored more than seven top-selling textbooks for Course Technology

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