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information systems used by business firms today, while drawing connections between MIS and business performance. The Laudons are known for their outstanding real-world case studies, which describe how well-known companies use IT to solve problems and achieve business objectives.

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insight into how

businesses leverage IT

systems to meet their

corporate objectives.

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| **Smartsheet**

Executive information systems (EIS) is a reporting tool that provides quick access to summarized reports coming from all company levels and departments such as accounting, human resources and operations. Marketing information systems are management Information Systems designed specifically

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Management
Information Systems
(MIS) is the study of

people, technology,
organizations, and the
relationships among
them. MIS

professionals help
firms realize maximum
benefit from

investment in
personnel, equipment,
and business

processes. MIS is a

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people-oriented field
with an emphasis on
service through
technology.

**What is MIS? |
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understanding of MIS
research and teaching
as well as practical
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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-

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scale information

systems and

multimedia information
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(MIS) - Encyclopedia**

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1 Laudon, K. & Laudon, J. (2006) Management Information Systems: Managing the Digital

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Firm, 9th ed. Prentice
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**Laudon, K. &
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Information System,

commonly referred to

as MIS is a phrase

consisting of three

words: management,

information and

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systems. Looking at these three words, it's

easy to define

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Information Systems as

systems that provide

information to

management. That is

the simple definition ...

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