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Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems used by business firms today, while drawing connections

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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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in Ch. 6, the Systems Approach is implemented throughout the rest of the text.

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Explores the many issues surrounding living and working in a global environment. Relates how necessary it is for

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Companies to conduct business while taking a global perspective to their operations.

As its title suggests,

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"Uncertainty Management in Information Systems" is a book about how information systems can be made to manage information permeated with uncertainty. This subject is at the intersection of two areas of

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Knowledge: information systems is an area that concentrates on the design of practical systems that can store and retrieve information; uncertainty modeling is an area in artificial intelligence

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Concerned with accurate representation of uncertain information and with inference and decision-making under conditions infused with uncertainty.

New applications of information systems require

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stronger capabilities in the area of uncertainty management. Our hope is that lasting interaction between these two areas would facilitate a new generation of information systems that will be capable of servicing

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these applications. Although there are researchers in information systems who have addressed themselves to issues of uncertainty, as well as researchers in uncertainty modeling who have considered the

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pragmatic demands and constraints of information systems, to a large extent there has been only limited interaction between these two areas. As the subtitle, "From Needs to Solutions," indicates, this book

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Presented viewpoints of information systems experts on the needs that challenge the uncertainty capabilities of present information systems, and it provides a forum to researchers in uncertainty

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Modeling to describe models and systems that can address these needs.

Intelligent Support Systems for Marketing Decisions examines new product development, market

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penetration strategies, and other marketing decisions utilizing a confluence of methods, including Decision Support Systems (DSS), Artificial Intelligence in Marketing and Multicriteria Analysis. The authors

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Method Solution systematically examine the use and implementation of these methodologies in making strategic marketing decisions. Part I discusses the basic concepts of multicriteria analysis vis-à-vis marketing decisions and

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in new product development situations. Part II presents basic concepts from the fields of Information Systems, Decision Support Systems, and Intelligent Decision Support Methods. In addition, specialized

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Categories of DSS

(multicriteria DSS, web-based DSS, group DSS, spatial DSS) are discussed in terms of their key features and current use in marketing applications. Part III presents IDSS and a

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Multicriteria methodology for new product development. Further chapters present a developmental strategy for analyzing, designing, and implementing an Intelligent Marketing Decision Support System. The implementation

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discussion is illustrated with a real-world example of the methods and system in use.

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