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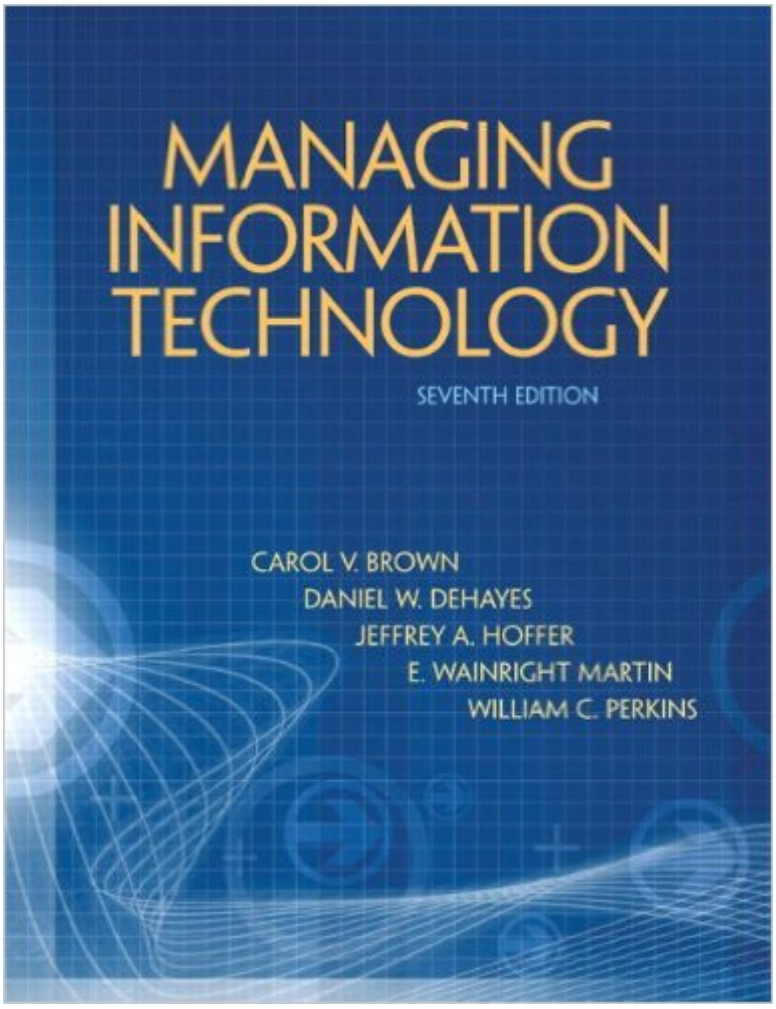
Managing Information Technology (7th Edition)



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Synopsis

A thorough and practical guide to IT management practices and issues. Through an approach that offers up-to-date chapter content and full-length case studies, Managing Information Technology presents in-depth coverage on IS management practices and technology trends. The sixth edition has been thoroughly updated and streamlined to reflect current IS practices.

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Customer Reviews

As another reviewer noted, this book is horribly inaccurate in many places. Let’s take for example, on page 88 the authors manage to completely confuse the OSI model with the TCP/IP protocol, and then goes on to say we don’t use the OSI model in the networking field.First of all, in the networking world there are two reference models we use to describe how networks communicate - the TCP model and the OSI model. We almost always use the OSI model and rarely if ever the TCP model in the real world - strike one. Second, they refer to it as the protocol when they are discussing reference models. Yes, TCP/IP is the name of the protocol suite that devices use to talk to one another (which actually encompasses a bunch of other protocols as well even though they aren’t mentioned in the name) but don’t muddle it with the TCP/IP model which is rarely used conceptually for tasks like developing and troubleshooting - the OSI model is the gold standard for that.Earlier before that they claim that Bill Gates said we wouldn’t need more than 640k memory - Bill Gates never actually said this - it’s just an urban myth that keeps repeating over and over. You’d figure a professional publisher would catch that, but they didn’t.Also look at page 252, they friggin cite wikipedia of all things. Nobody anywhere ever cites wikipedia in a properly researched document,

let alone a college textbook. Oh and they seem to often confuse the terms tablet computer with notebook computer.If your college course requires you to buy this textbook you'll probably need it to either answer questions or read the case studies. But beyond that, I wouldn't use this book for any actual learning as if you aren't already well versed in the subject matter, it could send you down the wrong path in many places.

I like the book because it tells so well where the Information technology is coming from. A strong plus is the excellent collection of case studies provided. This is the best part of the book. By themselves, they are worth the purchase of the book.Part I of the book, is a review of the technology base and provides the MIS literacy required for the rest of the text. For a current practionner, it can be skipped over without missing much.Part II presents the application of IT. It covers all the bases but would benefits by an update to include the most recents developments. Particularly, the e-commerce section is too general to be very useful in this new century.Part III covers the acquisition process very well.Finally Part IV would be a good introduction to another book about strategic planning for IT.Overall a good textbook for a would be Manager in a fast moving field.

This is literally the worst textbook I've ever used in my entire academic career. This book is jam-packed with jargon ("utilize"), acronyms (e.g.,"ERP," a term that the book does a poor job defining), and slashes. By slashes I mean, do you know how IT consultants love to use two synonymous words when one would suffice? For example: "I love/like to go jogging/running to the store/market."My MIS professor was a moron, however, so it's understandable that he would choose this book. IF YOU ARE A PROFESSOR WHO IS NOT A MORON, DO NOT MAKE YOUR STUDENTS SUFFER THROUGH THIS BOOK. Thanks.

No way! There is no way that this book is worth (the money)! As usual, the college textbook market continues to drastically inflate the price of textbooks. Some textbooks are useful at least as a reference...not this one. While it does contain all of the latest buzzwords, if this is what we are arming the leaders of tomorrow with...Buy it if you must for a class, however, keep your receipt and prepare to get ripped off at buyback time!

This text has a tendancy to give misleading information or entirely incorrect information. Even in the most basic concepts, the authors misuse terms or create terms used nowhere else in the IT industry. The authors relay their lack of understanding for basic computer concepts in this

supposedly 2001 updated edition.As an example for those who are literate in IT, the authors make statements such as "virtual memory is used only on larger computer systems". Got a 6 year old computer running MS Windows? You've got virtual memory.If you wish to learn about IT, please find another book written by authors who understand the field, not business professors.

Consider the following statement from page 256. Here's some "early lessons" from the "new economy":Dot-com startups as well as clicks-and-mortar strategies can be viable for B2B for B2C ecommerce if the applications leverage Internet technologies AND a marketplace strength.Aren't you glad you bought the book? You ALSO need a marketplace strength to be successful, not just the Internet stuff. Kinda makes you wonder, doesn't it?

this book have relatively OK information when it comes to management (maybe i was expecting more) but at the same point it have a lot of irrelevant information as well which doesnt even needs to be there... thank you.

I have to use this textbook for one of my courses. It just isn't very good at all. There are many cases of information being outdated or misleading. Much of the terminology (tech jargon) and acronyms they use are not used by the rest of the tech industry. The authors themselves do not seem to have a grasp of the concepts and technology that they are supposed to be discussing in this book. It would be dangerous for someone who has no knowledge of technology to use this book, as they might end up looking foolish in conversations to real people in the technology world. Furthermore, this book is generally written very poorly, I'm not sure the editor actually read anything. The quality of the case studies is inconsistent. Some are ok, others are quite frustrating to read because of how poorly they are written.There is definitely some good information in here, but there is too much bad. I would never recommend this book to anyone ever under any circumstance.

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