



Business Driven Information Systems

Paige Baltzan

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Business Driven Information Systems discusses business initiatives first and then how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Accordingly, every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline.



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