

Arab World Editions

Laudon, Laudon and Elragal: Management Information Systems

Pearson works with universities throughout the Arab region to create learning resources that inspire and engage Arab learners, helping them meet their goals and achieve their potential. Pearson is proud to present its new Arab World Editions to students and educators throughout the region. With a special focus on providing contextualised and relevant materials to local learners, these new texts will change the face of learning in the region forever.

Now available from this collection is the Arab World adaption of the internationally acclaimed, *Management Information Systems* from Laudon and Laudon, adapted by Elragal. This text has been designed for business school students who want an in depth-look at how modern firms use information technologies and systems to achieve corporate objectives, with a special focus on factors affecting the discipline in the Middle East.

The chapters chosen for the text are based on careful research into MIS courses taught across the region, and closely reflect the structure and coverage of major courses. Broken down into four main parts, the text covers:

- Organisations, Management and the Networked Enterprise
- Information Technology Infrastructure
- Key System Applications for the Digital Age
- Building and Managing Systems

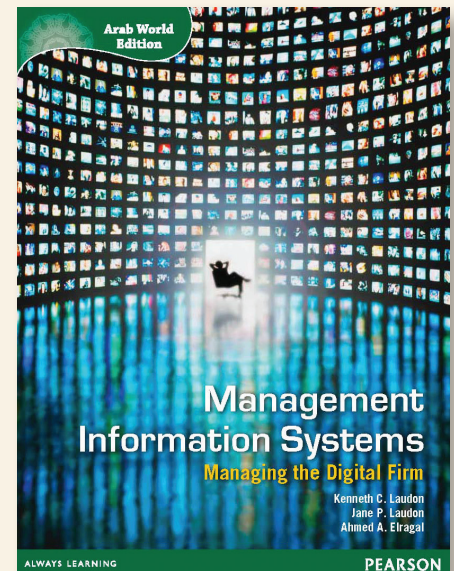
Business cases and interactive sessions are used throughout the text to increase student participation, and help them apply theoretical concepts to real-life scenarios. A variety of local sectors are covered, and examples from both regional and global corporations are used, including:

- Etisalat ■ Emirates Palace ■ Lego
- Jumeriah Group ■ Egyptian Tax Authority
- 3M ■ Chrysler ■ National Bank of Kuwait

Hot topics in MIS have been incorporated into the text, including discussion of Enterprise 2.0; big data; cloud computing; agile software development; 4G networks and social networks.

The text also contains a host of student-friendly devices including chapter Mind Maps, an English Arabic Glossary of key terms, summaries of chapter learning objectives and “hands-on” MIS projects at the conclusion of each chapter.

For more information about the Arab World Edition of *Management Information Systems* from Laudon and Laudon, please visit Pearson’s Arab World website at: www.pearsonmiddleeastawe.com



This book is accompanied by adapted PowerPoint slides, Instructor Manual, test bank generator and an online tutorial and homework system,

MyMISLab®

