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Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of Business at the University of Denver. She holds a B.S.B.A. specializing in Accounting/MIS from Bowling Green State University and an M.B.A. specializing in MIS from the University of Denver.

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Unlike any other MIS textbook franchise, our Baltzan texts (Business Driven Technology, Business Driven Information Systems and M: Information Systems) discuss various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion in these texts first addresses the business needs and then addresses the technology that supports those needs. Business Driven Technology5e offers you the flexibility to customize your course according to your needs and the needs of your students by covering only essential concepts and topics in the five core units, while providing additional in-depth coverage in the business and technology plug-ins. This text contains 20 chapters, 20 business plug-ins, and 12 technology plug-ins offering you the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course. The unique construction of this text allows you to cover essential concepts and topics in the five core units while providing you with the ability to customize a course and explore certain topics in greater detail with the business and technology plug-ins. Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case study exercises. We realize that instructors today require the ability to cover a blended mix of topics in their courses. While some instructors like to focus on networks and infrastructure throughout their course, others choose to focus on ethics and security. Business Driven Technology was developed to easily adapt to your needs. Each chapter and plug-in is independent so you can: *Cover any or all of the chapters as they suit your purpose. *Cover any or all of the business plug-ins as they suit your purpose. *Cover any or all of the technology plug-ins as they suit your purpose. *Cover the plug-ins in any order you wish. Baltzan, Business Driven Technology 5e: Engaging * Flexible * 100% Supported

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in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline. Continuing with this unique and successful approach, the 6th edition of Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

Essentials of Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs.

The seventh edition of Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization. The new edition of Business Driven Information Systems is state of the art in its discussions, presents concepts in an easy-to-understand format, and allows students to be active participants in learning. The dynamic nature of information technology requires all students—more specifically, business students—to be aware of both current and emerging technologies. Students are facing complex subjects and need a clear, concise explanation to be able to understand and use the concepts throughout their careers. By engaging students with numerous case studies, exercises, projects, and questions that enforce concepts, Business Driven Information Systems creates a unique learning experience for both faculty and students.

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