

GLOBAL
EDITION



MIS Essentials

FOURTH EDITION

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ALWAYS LEARNING

PEARSON



Dear Student,

You are about to embark on the study of one of the most important subjects in your college career. In fact, Chapter 1 argues that it is the most important course you will take. Why? Because in modern business, knowledge of information systems is key to obtaining and succeeding in interesting and rewarding professional jobs.

Like all college students, you have many claims on your time: friends, family, sports, hobbies, love life, whatever, but you owe it to your future to seriously consider how you want to spend the bulk of your waking hours for the next 30 to 40 years. You want a job that you find so satisfying that you can hardly wait to get to work in the morning. Believe it or not, there are such jobs, and there is one for you. But that kind of job won't be handed to you at graduation. You have to prepare for it, find it, and obtain it in an intensely competitive job market; then you have to know enough to be able to thrive in that job.

This course is key to that endeavor because information systems are the major influence on the modern economy, and that influence has not been beneficial for everyone. Bank lobbies were once filled with bookkeepers, accountants, and accounting managers. Those jobs disappeared with computer systems. Half-asleep, mediocre business school graduates once managed rooms full of typists and clerical workers. Those jobs disappeared as attorneys, auditors, and business professionals began conducting their own correspondence using email, text, and videoconferencing.

The trick to turning information systems to your advantage is getting ahead of their effect. During your career, you will find many opportunities for the innovative application of information systems in business and government, but only if you know how to look for them. Once found, those opportunities become your opportunities when you—as a skilled, non-routine problem solver—apply emerging technology to facilitate your organization's strategy. This is true whether your job is in marketing, operations, sales, accounting, finance, entrepreneurship, or another discipline.

Congratulations on your decisions so far. Congratulations on deciding to go to college, and congratulations on deciding to study business. Now, double down on those good decisions and use this course to help you obtain and then thrive in an interesting and rewarding career. Start in Chapter 1 by learning how Jennifer lost her job and what you can do to ensure that you are never in her shoes! After that, learn more than just the MIS terminology; understand the ways information systems are transforming business and the many, many ways you can participate in that transformation.

In this endeavor, I wish you, a future business professional, the very best success!

David Kroenke
Whidbey Island, WA

MIS Essentials, Global Edition

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