# INTERNATIONAL EDITION

Fourth Edition

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Essentials of

# Management Information Systems

Organization & Technology in the Networked Enterprise

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Case Study 3: From Analysis to Evaluation - the Example of Cuparla Gerhard Schwabe, University of Koblenz - Landau (Germany)

Case Study 4: Citibank Asia Pacific: Managing Information Technology Consolidation, Change and New Challenges

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Case Study 5: Dell Direct in Europe: Delighting the Customer with Every Order Andrew Boynton, Donald A. Marchand, and Janet Shaner, International Institute for Management Development (Switzerland)

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