

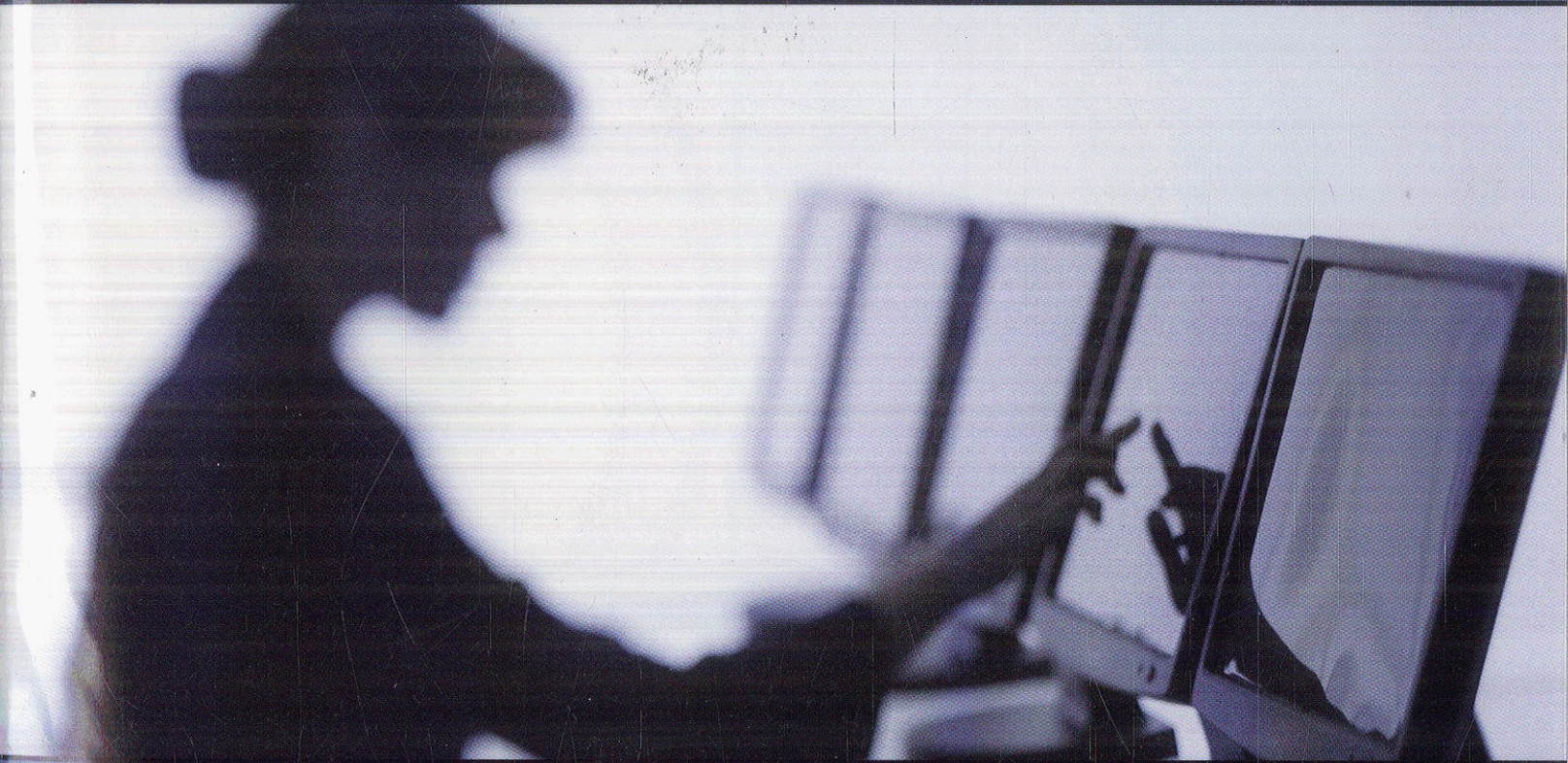


Global Edition

# Management Information Systems

MANAGING THE DIGITAL FIRM

Eleventh Edition



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