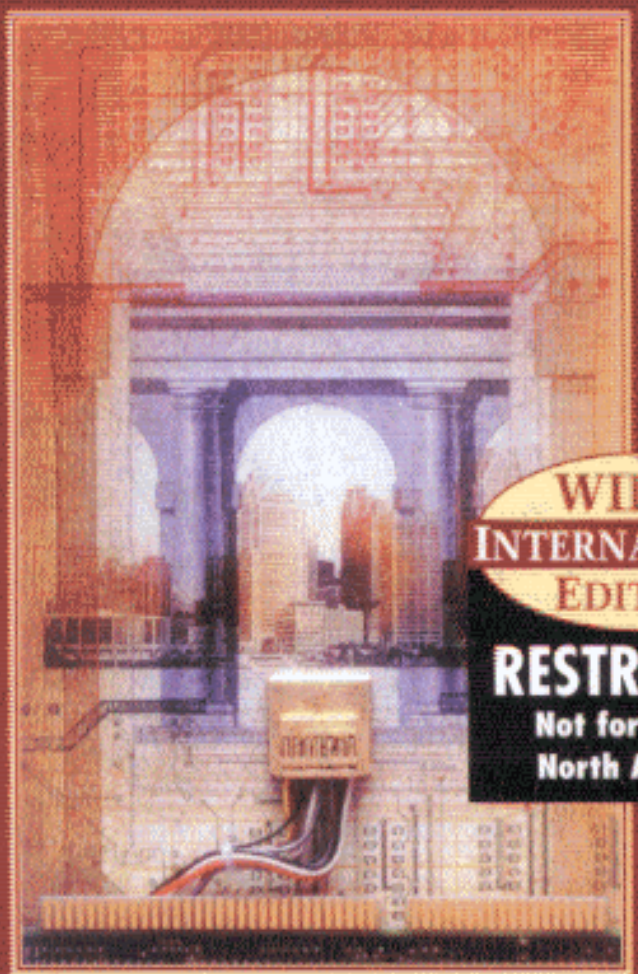
KERI E. PEARLSON
CAROL S. SAUNDERS

MANAGING AND USING INFORMATION SYSTEMS

A STRATEGIC APPROACH



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