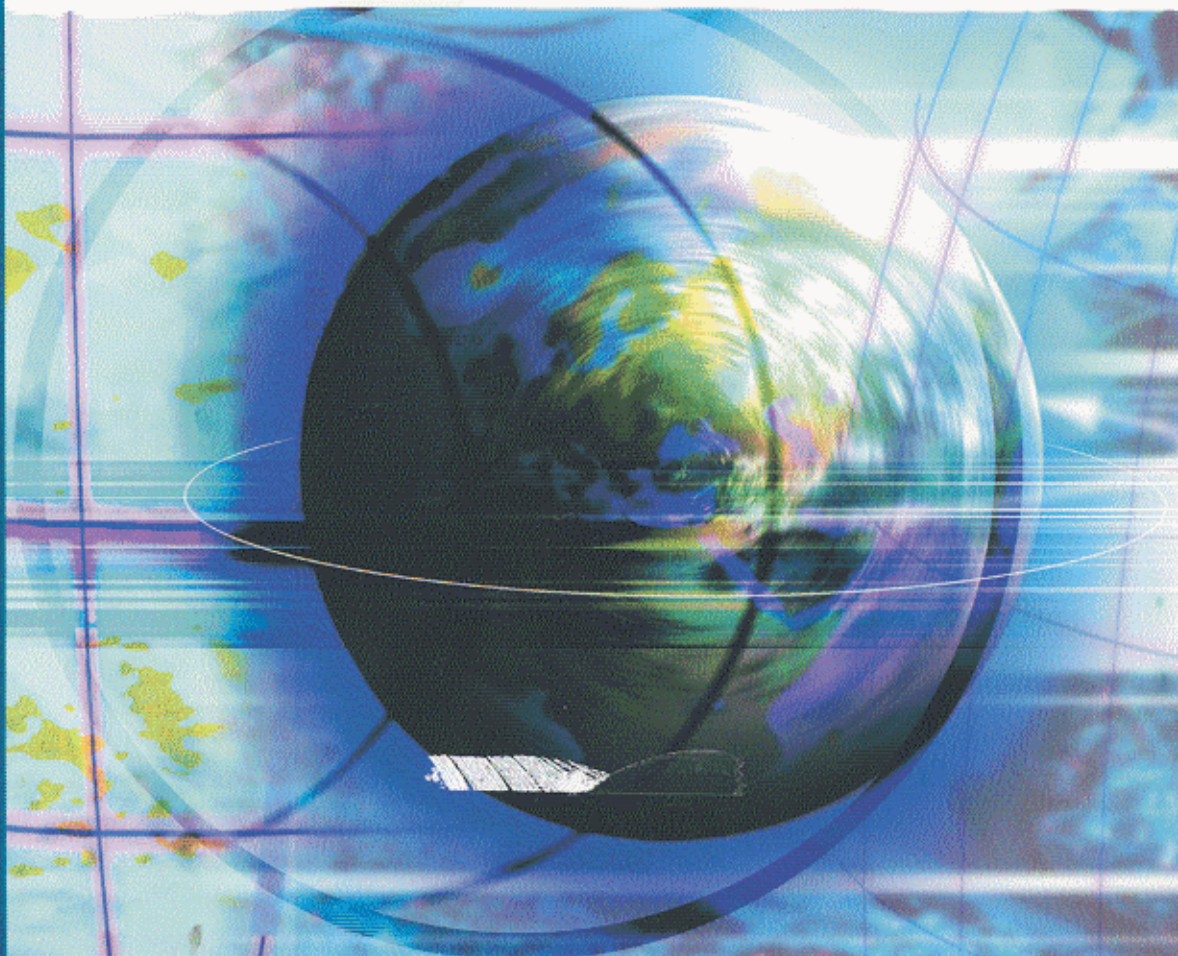




Pearson International Edition

MANAGEMENT INFORMATION SYSTEMS

MANAGING THE DIGITAL FIRM



NINTH EDITION

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