

# Kenneth C Laudon And Jane P Laudon Chapter 7

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### **GLOBAL EDITION Management Information Systems**

Kenneth C Laudon New York University Jane P Laudon Azimuth Information Systems Kenneth C Laudon is a Professor of Information Systems at New York University's Stern School of Business He holds a BA in Economics from Stanford and a PhD from Columbia University He has authored twelve books dealing with electronic commerce, information

### **James, A. OBrien, Introduction to Information Systems ...**

Kenneth C Laudon, Jane P Laudon and Rajanish Dass, Management Information Systems: Managing The Digital Firm, 11th Edition, Pearson Publication, 2011 Joseph SValacich, Joey F George and Jeffrey A Hoffer (2012) "Essentials of Systems Analysis and Design", New Delhi: PHI Learning Private Limited, 2012 Instructions

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Chapter 4, Case 2 Facebook privacy 3 continued class-action lawsuit, which Facebook settled for \$20 million in June 2012 As part of the settlement, Facebook ...

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Chapter 10, Case 1 Groupon: Deals Galore 2 continued SUMMARY: Groupon is the leading daily-deals site on the Internet, with nearly 50 million subscribers In 2011 it was the fastest growing company in the history of the Internet, but in 2012

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Management Information Systems (MIS) Maria-Iuliana Dascalu, PhD www.mariaiulianadascalu.com by Kenneth C Laudon, Jane P Laudon, Ahmed

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