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双语教学通用版

Ninth Edition

MANAGEMENT INFORMATION SYSTEM

James A. O'Brien / George M.Marakas

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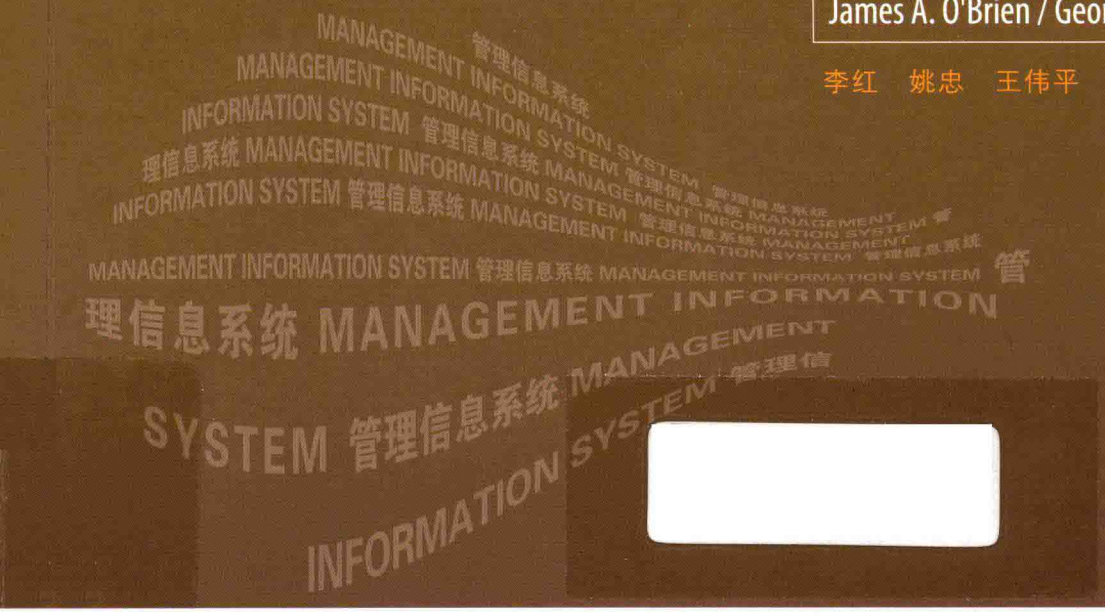

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〔美〕詹姆斯·奥布赖恩
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MANAGEMENT INFORMATION SYSTEMS

Ninth Edition

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内容提要

奥布赖恩的《管理信息系统》是一部优秀的教科书，30年来一直是同类书市场领导品牌。由于它更加注重管理信息系统（MIS）在管理实践中的应用，因此倍受工商管理和MBA专业的青睐。

《管理信息系统》（第9版，双语教学通用版）对英文版的重点内容、生词术语进行了翻译和注释，全书共分五篇八章，从管理学的角度阐释了信息系统的基本概念、信息技术、企业应用、开发流程、管理挑战等理论和知识，以及在真实商业世界的应用案例。本书具有篇幅短小、体系完整、案例时新、重点突出、通俗易懂的特点。

本书可供经济管理及MBA专业双语教学使用，也可为企业或其他组织的管理从业人员提供参考。

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To your love, happiness, and success.

This edition represents both joy and sadness in the O'Brien and Marakas family. Jim and I have always found it a joyful experience to bring to our loyal adopters and students a new edition with fresh new information. This, the 9th edition of *Management Information Systems,* represents the best we have to offer. We take pride in delivering this new edition to you and we thank all of you for your loyalty to the book and the input you provided that was instrumental in its development. Your continued support fills us with joy and a sense of both accomplishment and contribution.

The joy that we have experienced with the completion of each edition of the book this time comes tinged with sadness brought on by the loss of a good friend and talented author. My friend and co-author Jim O'Brien passed away during the final stages of our work on this edition. Our sense of loss is deep, and our sadness for Jim's family and friends is profound. Jim O'Brien set the standard for excellence in everything he wrote, and his legacy stands as a hallmark of achievement to which the rest of us aspire. I will always hear Jim's voice in the editions yet to come and will forever feel a void in the enjoyment we shared through our collaboration. I know I speak for all of the McGraw-Hill family who support us and make these books possible when I say Jim O'Brien will be greatly missed.

On behalf of Jim and myself, please accept our sincere appreciation for your support and loyalty. As always, we hope you enjoy and benefit from this book.

About the Authors
作者简介

詹姆斯·奥布赖恩

James A. O'Brien is an adjunct professor of Computer Information Systems in the College of Business Administration at Northern Arizona University. He completed his undergraduate studies at the University of Hawaii and Gonzaga University and earned an MS and Ph.D. in Business Administration from the University of Oregon. He has been professor and coordinator of the CIS area at Northern Arizona University, professor of Finance and Management Information Systems and chairman of the Department of Management at Eastern Washington University, and a visiting professor at the University of Alberta, the University of Hawaii, and Central Washington University.

Dr. O'Brien's business experience includes working in the Marketing Management Program of the IBM Corporation, as well as serving as a financial analyst for the General Electric Company. He is a graduate of General Electric's Financial Management Program. He also has served as an information systems consultant to several banks and computer services firms.

Jim's research interests lie in developing and testing basic conceptual frameworks used in information systems development and management. He has written eight books, including several that have been published in multiple editions, as well as in Chinese, Dutch, French, Japanese, or Spanish translations. He has also contributed to the field of information systems through the publication of many articles in business and academic journals, as well as through his participation in academic and industry associations in the field of information systems.

乔治·马拉卡斯

George M. Marakas is a professor of Information Systems at the School of Business at the University of Kansas. His teaching expertise includes Systems Analysis and Design, Technology-Assisted Decision Making, Electronic Commerce, Management of IS Resources, Behavioral IS Research Methods, and Data Visualization and Decision Support. In addition, George is an active researcher in the area of Systems Analysis Methods, Data Mining and Visualization, Creativity Enhancement, Conceptual Data Modeling, and Computer Self-Efficacy.

George received his Ph.D. in Information Systems from Florida International University in Miami and his MBA from Colorado State University. Prior to his position at the University of Kansas, he was a member of the faculties at the University of Maryland, Indiana University, and Helsinki School of Economics. Preceding his academic career, he enjoyed a highly successful career in the banking and real estate industries. His corporate experience includes senior management positions with Continental Illinois National Bank and the Federal Deposit Insurance Corporation. In addition, George served as president and CEO for CMC Group Inc., a major RTC management contractor in Miami, Florida, for three years. Throughout his academic career, George has distinguished himself both through his research and in the classroom. He has received numerous national teaching awards, and his research has appeared in the top journals in his field. In addition to this text, he is

the author of three best-selling textbooks on information systems: *Decision Support Systems for the 21st Century*, *Systems Analysis and Design: An Active Approach*, and *Data Warehousing, Mining, and Visualization: Core Concepts*.

Beyond his academic endeavors, George is also an active consultant and has served as an advisor to a number of organizations, including the Central Intelligence Agency, Brown & Williamson, the Department of the Treasury, the Department of Defense, Xavier University, Citibank Asia-Pacific, Nokia Corporation, Professional Records Storage Inc., and United Information Systems, among many others. His consulting activities are concentrated primarily on electronic commerce strategy, the design and deployment of global IT strategy, workflow reengineering, e-business strategy, and ERP and CASE tool integration.

George is also an active member of a number of professional IS organizations and an avid golfer, second-degree Black Belt in Tae Kwon Do, a PADI master scuba diver trainer and IDC staff instructor, and a member of Pi Kappa Alpha fraternity.

Acknowledgments

The Ninth Edition represents an ongoing effort to improve and adapt this text to meet the needs of students and instructors. For this revision, we received the guidance of more than 60 reviewers over the course of several months of review work. We thank all of them for their insight and advice.

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publishers, and firms in the computer industry that contributed case material, ideas, illustrations, and photographs used in this text are also thankfully acknowledged.

Acknowledging the Real World of Business

The unique contribution of the hundreds of business firms and other computer-using organizations that are the subjects of the Real World Cases, exercises, and examples in this text is gratefully acknowledged. The real-life situations faced by these firms and organizations provide readers of this text with valuable demonstrations of the benefits and limitations of using the Internet and other information technologies to enable electronic business and commerce, as well as enterprise communications and collaboration in support of the business processes, managerial decision making, and strategic advantage of the modern business enterprise.

James A. O'Brien
George M. Marakas

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