



教育部高校工商管理类教学指导委员会双语教学推荐教材

工商管理经典教材·核心课系列  
BUSINESS ADMINISTRATION CLASSICS

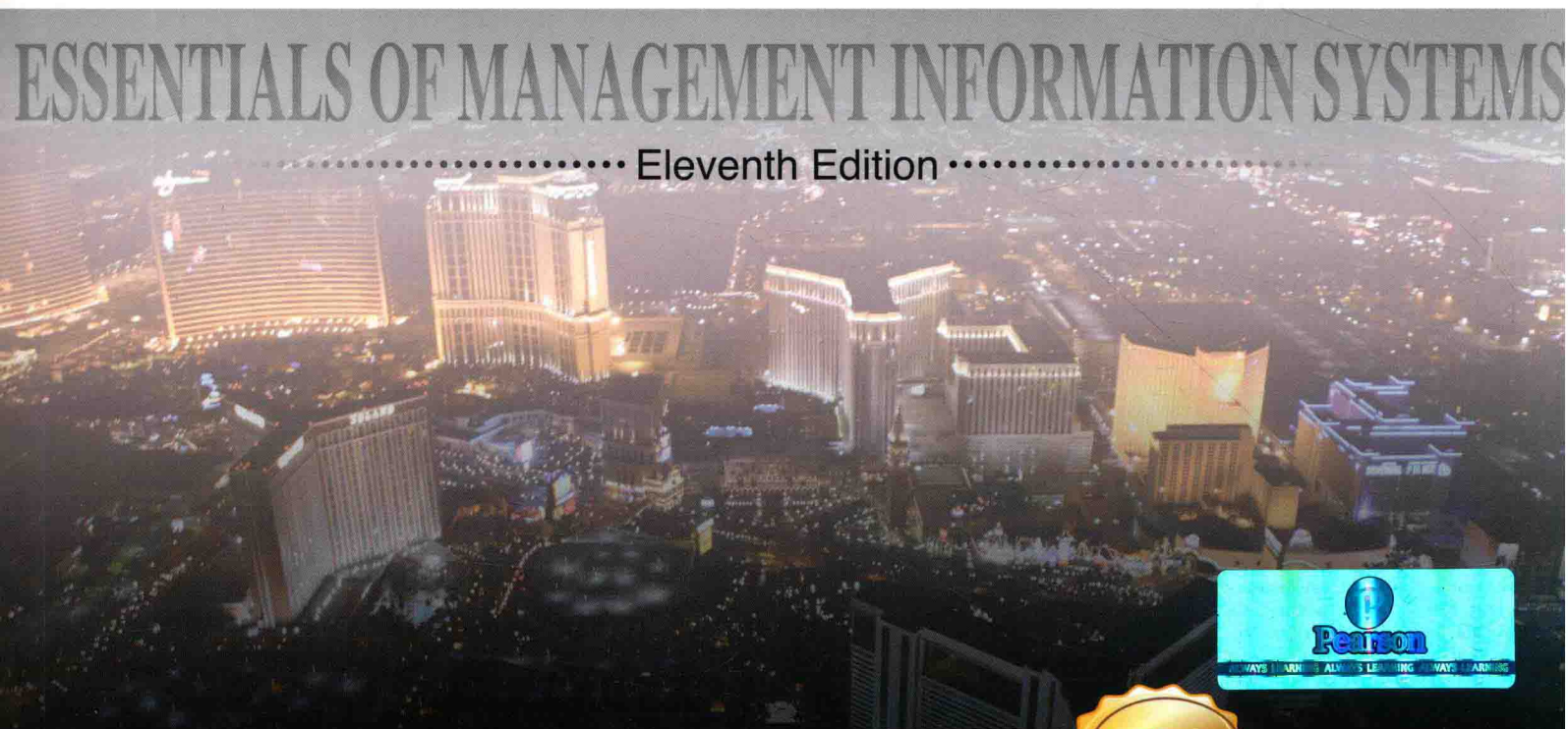
# 管理信息系统

英文版·精要版第11版

[美] 肯尼思·劳东 (Kenneth C. Laudon) 著  
简·劳东 (Jane P. Laudon)

ESSENTIALS OF MANAGEMENT INFORMATION SYSTEMS

..... Eleventh Edition .....



中国人民大学出版社





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# 总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

- 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

- 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

- 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

# Preface

We wrote this book for global business school students who wanted an in-depth look at how today's business firms use information technologies and systems to achieve corporate objectives. Information systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage. Students will find here the most up-to-date and comprehensive overview of information systems used by business firms today. After reading this book, we expect students will be able to participate in, and even lead, management discussions of information systems for their firms.

When interviewing potential employees, business firms often look for new hires who know how to use information systems and technologies for achieving bottom-line business results. Our hope is that after reading this book and completing the course, you will be able to participate in, and even lead, management discussions of information systems and technologies at your firm. Regardless of whether you are an accounting, finance, management, operations management, marketing, or information systems major, the knowledge and information you find in this book will be valuable throughout your business career.

## What's New in This Edition

### CURRENCY

The 11th edition features all new opening, closing, and Interactive Session cases. The text, figures, tables, and cases have been updated through October 2013 with the latest sources from industry and MIS research.

### NEW FEATURES

- Chapter-opening cases have added new case study questions.
- More online cases: MIS Classic Cases, consisting of five outstanding cases from previous editions on companies such as Kmart or Blockbuster/Netflix, will be available on the book's Web site. In addition, all of the chapter-ending cases from the previous edition (Ess10e) will be available online.
- The chapter on Ethical and Social Issues in Information Systems has been positioned earlier in the text as Chapter 4 to highlight the importance of this topic.

### NEW TOPICS

- **Social Business:** Extensive coverage of social business, introduced in Chapter 2 and discussed throughout the text. Detailed discussions of enterprise (internal corporate) social networking as well as social networking in e-commerce.
- **Social, Mobile, Local:** New e-commerce content in Chapter 10 describing how social tools, mobile technology, and location-based services are transforming marketing and advertising.



- **Big Data:** Chapter 6 on Databases and Information Management rewritten to provide in-depth coverage of Big Data and new data management technologies, including Hadoop, in-memory computing, non-relational databases, and analytic platforms.
- **Cloud Computing:** Expanded and updated coverage of cloud computing in Chapter 5 (IT Infrastructure), with more detail on types of cloud services, private and public clouds, hybrid clouds, managing cloud services, and a new chapter-ending case on Amazon's cloud services. Cloud computing also covered in Chapter 6 (databases in the cloud); Chapter 8 (cloud security); Chapter 9 (cloud-based CRM); Chapter 10 (e-commerce); and Chapter 12 (cloud-based systems development ).
- Consumerization of IT and BYOD
- Internet of Things
- Visual Web
- Location analytics
- Location-based services (geosocial, geoadvertising, geoinformation services)
- Social graph, social marketing, social search, social CRM
- Building an e-commerce presence
- Mobile device management
- Responsive Web design
- Expanded coverage of business analytics including big data analytics
- Mobile and native apps
- Cyberlockers
- Software-defined networking
- 3-D printing
- Quantum computing

## What's New in MIS?

Plenty. In fact, there's a whole new world of doing business using new technologies for managing and organizing. What makes the MIS field the most exciting area of study in schools of business is the continuous change in technology, management, and business processes. (Chapter 1 describes these changes in more detail.)

A continuing stream of information technology innovations is transforming the traditional business world. Examples include the emergence of cloud computing, the growth of a mobile digital business platform based on smartphones and tablet computers, and not least, the use of social networks by managers to achieve business objectives. Most of these changes have occurred in the last few years. These innovations are enabling entrepreneurs and innovative traditional firms to create new products and services, develop new business models, and transform the day-to-day conduct of business. In the process, some old businesses, even industries, are being destroyed while new businesses are springing up.

For instance, the emergence of online video stores like Netflix for streaming, and Apple iTunes for downloading, has forever changed how premium video is distributed, and even created. Netflix in 2013 attracted 30 million subscribers to its DVD rental and streaming movie business. Netflix now accounts for 90% of streaming premium movies and TV shows, and consumes an estimated 33% of Internet bandwidth in the United States. Netflix has moved into premium TV show production with *House of Cards*, and *Arrested Development*, challenging cable networks like HBO, and potentially disrupting the cable industry dominance of TV show production. Apple's iTunes now accounts for 67% of movie and TV show downloads and has struck deals with major Hollywood studios to obtain the right to distribute recent movies and TV shows. A trickle of viewers are unplugging from cable and using only the Internet for entertainment.

E-commerce is back, generating over \$420 billion in revenues in 2013, and estimated to grow to over \$637 billion in 2017. Amazon's revenues grew 27 percent to \$61 billion in the 12-month period ending June 30, 2013, despite the recession, while offline retail grew by 5 percent. E-commerce is changing how firms design, produce and deliver their

products and services. E-commerce has reinvented itself again, disrupting the traditional marketing and advertising industry and putting major media and content firms in jeopardy. Facebook and other social networking sites such as YouTube, Twitter, and Tumblr, exemplify the new face of e-commerce in the 21st Century. They sell services. When we think of e-commerce we tend to think of a selling physical products. While this iconic vision of e-commerce is still very powerful and the fastest growing form of retail in the U.S., growing up alongside is a whole new value stream based on selling services, not goods. It's a services model of e-commerce. Growth in social commerce is spurred by powerful growth of the mobile platform: 35% of Facebook's users access the service from mobile phones and tablets. Information systems and technologies are the foundation of this new services-based e-commerce.

Likewise, the management of business firms has changed: With new mobile smartphones, high-speed wireless Wi-Fi networks, and wireless laptop computers, remote salespeople on the road are only seconds away from their managers' questions and oversight. Managers on the move are in direct, continuous contact with their employees. The growth of enterprise-wide information systems with extraordinarily rich data means that managers no longer operate in a fog of confusion, but instead have online, nearly instant, access to the really important information they need for accurate and timely decisions. In addition to their public uses on the Web, wikis and blogs are becoming important corporate tools for communication, collaboration, and information sharing.

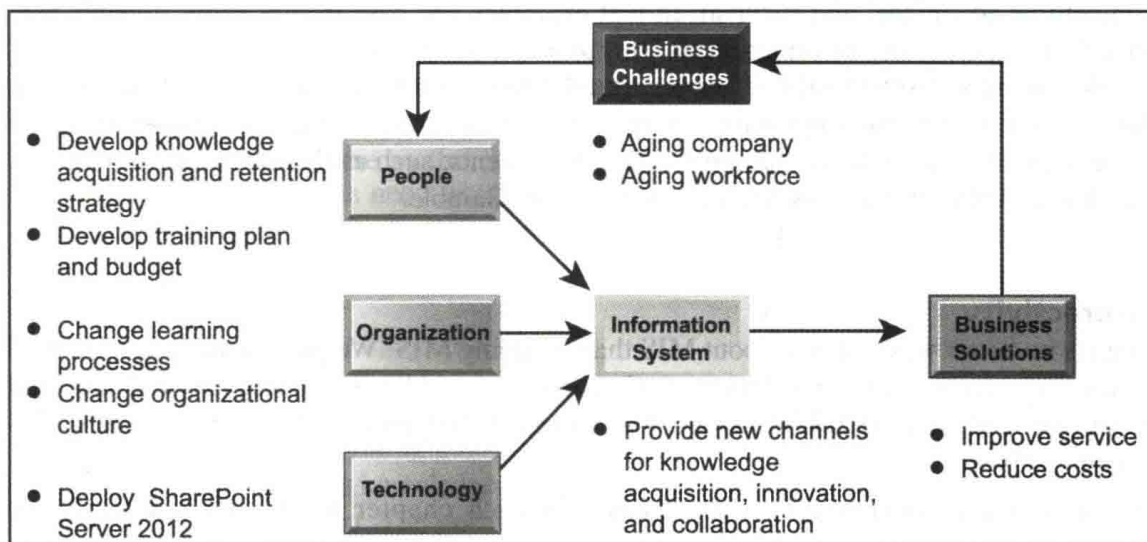
## The 11th Edition: The Comprehensive Solution for the MIS Curriculum

Since its inception, this text has helped to define the MIS course around the globe. This edition continues to be authoritative, but is also more customizable, flexible, and geared to meeting the needs of different colleges, universities, and individual instructors.

This book is now part of a complete learning package that includes the core text and an extensive offering of supplemental materials on the Web.

The core text consists of 12 chapters with hands-on projects covering the most essential topics in MIS.

MyMISLab™ provides more in-depth coverage of chapter topics, career resources, additional case studies, supplementary chapter material, and data files for hands-on projects.



A diagram accompanying each chapter-opening case graphically illustrates how people, organization, and technology elements work together to create an information system solution to the business challenges discussed in the case.



## THE CORE TEXT

The core text provides an overview of fundamental MIS concepts using an integrated framework for describing and analyzing information systems. This framework shows information systems composed of people, organization, and technology elements and is reinforced in student projects and case studies.

### Chapter Organization

Each chapter contains the following elements:

- A chapter-opening case describing a real-world organization to establish the theme and importance of the chapter
- A diagram analyzing the opening case in terms of the people, organization, and technology model used throughout the text
- A series of Learning Objectives
- Two Interactive Sessions with Case Study Questions
- A Review Summary keyed to the Student Learning Objectives
- A list of Key Terms that students can use to review concepts
- Review questions for students to test their comprehension of chapter material
- Discussion questions raised by the broader themes of the chapter
- A series of Hands-on MIS Projects consisting of two Management Decision Problems, a hands-on application software project, and a project to develop Internet skills
- A chapter-ending case study for students to apply chapter concepts

## KEY FEATURES

We have enhanced the text to make it more interactive, leading-edge, and appealing to both students and instructors. The features and learning tools are described in the following sections:

### Business-Driven with Real-World Business Cases and Examples

The text helps students see the direct connection between information systems and business performance. It describes the main business objectives driving the use of information systems and technologies in corporations all over the world: operational excellence; new products and services; customer and supplier intimacy; improved decision making; competitive advantage; and survival. In-text examples and case studies show students how specific companies use information systems to achieve these objectives.

We use only current (2013) examples from business and public organizations throughout the text to illustrate the important concepts in each chapter. All the case studies describe companies or organizations that are familiar to students, such as the San Francisco Giants, Facebook, Walmart, Google, Apple, and Procter & Gamble.

### Interactivity

There's no better way to learn about MIS than by doing MIS! We provide different kinds of hands-on projects where students can work with real-world business scenarios and data, and learn firsthand what MIS is all about. These projects heighten student involvement in this exciting subject.

- **Interactive Sessions.** Two short cases in each chapter have been redesigned as Interactive Sessions to be used in the classroom or online to stimulate student

interest and active learning. Each case concludes with case study questions. The case study questions provide topics for class discussion, Internet discussion, or written assignments.

- **Hands-on MIS Projects.** Every chapter concludes with a Hands-on MIS Projects section containing three types of projects: two Management Decision Problems, a hands-on application software exercise using Microsoft Excel, Access, or Web page and blog creation tools, and a project that develops Internet business skills. A Dirt Bikes USA running case in MyMISLab provides additional hands-on projects for each chapter.

### **Assessment and AACSB Assessment Guidelines**

The Association to Advance Collegiate Schools of Business (AACSB) is a not-for-profit corporation of educational institutions, corporations and other organizations that seeks to improve business education primarily by accrediting university business programs. As a part of its accreditation activities, the AACSB has developed an Assurance of Learning Program designed to ensure that schools do in fact teach students what they promise. Schools are required to state a clear mission, develop a coherent business program, identify student learning objectives, and then prove that students do in fact achieve the objectives.

We have attempted in this book to support AACSB efforts to encourage assessment-based education. The front end papers of this edition identify student learning objectives and anticipated outcomes for our Hands-on MIS projects. On the Laudon Web site is a more inclusive and detailed assessment matrix that identifies the learning objectives of each chapter and points to all the available assessment tools for ensuring students in fact do achieve the learning objectives. Because each school is different and may have different missions and learning objectives, no single document can satisfy all situations. The authors will provide custom advice on how to use this text in colleges with different missions and assessment needs. Please e-mail the authors or contact your local Pearson Prentice Hall representative for contact information.

For more information on the AACSB Assurance of Learning Program, and how this text supports assessment-based learning, please visit the Web site for this book.

### **Student Learning-Focused**

Student Learning Objectives are organized around a set of study questions to focus student attention. Each chapter concludes with a Review Summary and Review Questions organized around these study questions.

### **MYMISLAB**

MyMISLab is a Web-based assessment and tutorial tool that provides practice and testing while personalizing course content and providing student and class assessment and reporting. Your course is not the same as the course taught down the hall. Now, all the resources both you and your students need for course success are in one place – flexible and easily organized and adapted for your individual course experience. Visit [www.mymislab.com](http://www.mymislab.com) to see how you can teach, learn, experience MIS.

### **Career Resources**

The Instructor's Resource section of the Laudon Web site also provides extensive Career Resources, including job-hunting guides and instructions on how to build a Digital Portfolio demonstrating the business knowledge, application software proficiency, and Internet skills acquired from using the text. The portfolio can be included in a resume or job application or used as a learning assessment tool for instructors.



## Instructional Support Materials

### Instructor's Resource

The support materials described in the following sections are conveniently available for adopters on the Instructor's Resource Center.

### Image Library

The Image Library is an impressive resource to help instructors create vibrant lecture presentations. Almost every figure and photo in the text is provided and organized by chapter for convenience. These images and lecture notes can be imported easily into Microsoft PowerPoint to create new presentations or to add to existing ones.

### Instructor's Manual

The Instructor's Manual features not only answers to review, discussion, case study, and group project questions but also an in-depth lecture outline, teaching objectives, key terms, teaching suggestions, and Internet resources.

### Test Item File

The Test Item File is a comprehensive collection of true-false, multiple-choice, fill-in-the-blank, and essay questions. The questions are rated by difficulty level and the answers are referenced by section. The test item file also contains questions tagged to the AACSB learning standards. An electronic version of the Test Item File is available in TestGen and TestGen conversions are available for BlackBoard or WebCT course management systems. All TestGen files are available for download at the Instructor Resource Center.

### PowerPoint Slides

Electronic color slides created by Azimuth Interactive Corporation, Inc., are available in Microsoft PowerPoint. The slides illuminate and build on key concepts in the text.

## Acknowledgments

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# Information Systems in the Digital Age

## PART I

- 1 Business Information Systems in Your Career
- 2 Global E-business and Collaboration
- 3 Achieving Competitive Advantage with Information Systems
- 4 Ethical and Social Issues in Information Systems

Part I introduces the major themes and the problem-solving approaches that are used throughout this book. While surveying the role of information systems in today's businesses, this part raises several major questions: What is an information system? Why are information systems so essential in businesses today? How can information systems help businesses become more competitive? What do I need to know about information systems to succeed in my business career? What ethical and social issues are raised by widespread use of information systems?