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More and more organizations are becoming aware of the importance of tacit and explicit knowledge owned by their members which corresponds to their experience and accumulated knowledge about the firm activities. However, considering the large amount of knowledge created and used in the organization, especially with the evolution of information and communications technologies, the firm must first determine the specific knowledge on which it is necessary to focus. Creating activities to enhance identification, preservation, and use of this knowledge is a powerful mean to improve the level of economical performance of the organization. Thus, companies invest on knowledge management programs, in order to develop a knowledge sharing and collaboration culture, to amplify individual and organizational learning, to make easier accessing and transferring knowledge, and to insure knowledge preservation. Several researches can be considered to develop knowledge management programs supported by information and knowledge systems, according to their context, their culture and the stakeholders' viewpoints.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Praise for the first edition: "This excellent text will be useful to everysystem engineer (SE) regardless of the domain. It covers ALLrelevant SE material and does so in a very clear, methodicalfashion. The breadth and depth of the author's presentation ofSE principles and practices is outstanding." –Philip Allen This textbook presents a comprehensive, step-by-step guide toSystem Engineering analysis, design, and development via anintegrated set of concepts, principles, practices, andmethodologies. The methods presented in this text apply to any typeof human system -- small, medium, and large organizational systemsand system development projects delivering engineered systems orservices across multiple business sectors such as medical,transportation, financial, educational, governmental, aerospace anddefense, utilities, political, and charity, among others. Provides a common focal point for "bridgingthe gap" between and unifying System Users, System Acquirers,multi-discipline System Engineering, and Project, Functional, andExecutive Management education, knowledge, and decision-making fordeveloping systems, products, or services Each chapter provides definitions of key terms,guiding principles, examples, author's notes, real-worldexamples, and exercises, which highlight and reinforce key SE&Dconcepts and practices Addresses concepts employed in Model-BasedSystems Engineering (MBSE), Model-Driven Design (MDD), UnifiedModeling Language (UMLTM) / Systems Modeling Language(SysMLTM), and Agile/Spiral/V-Model Development such asuser needs, stories, and use cases analysis; specificationdevelopment; system architecture development; User-Centric SystemDesign (UCSD); interface definition & control; systemintegration & test; and Verification & Validation(V&V) Highlights/introduces a new 21st Century SystemsEngineering & Development (SE&D) paradigm that is easy tounderstand and implement. Provides practices that are critical stagingpoints for technical decision making such as Technical StrategyDevelopment; Life Cycle requirements; Phases, Modes, & States;SE Process; Requirements Derivation; System ArchitectureDevelopment, User-Centric System Design (UCSD); EngineeringStandards, Coordinate Systems, and Conventions; et al. Thoroughly illustrated, with end-of-chapter exercises andnumerous case studies and examples, Systems EngineeringAnalysis, Design, and Development, Second Edition is a primarytextbook for multi-discipline, engineering, system analysis, andproject management undergraduate/graduate level students and avaluable reference for professionals.

To compete and emerge successful in a global competitive environment demands an effective and efficient Management Information System (MIS). Indian organizations are in fact increasing their IT investment at the rate of 35 per cent annually. Responding to

This book is aimed at students as well as professionals who want to undertake a career as a management consultant and would be eager to know the concepts, processes and best practices of this wonderful and enchanting profession. Please note that Management consultancy is specialization agnostic. Chapter 1: Why Management Consulting? Chapter 2: Consulting Industry: A perspective Chapter 3: 3.0 Business and IT Consulting: Alignment and Convergence. Chapter 4: Understanding BIT Consulting Process. Chapter 5: Executing BIT Consulting Engagement Chapter 6: BIT Consulting Themes. Chapter 7: Management of Consulting Practice Chapter 8: Consulting Skills: Development and Management Chapter 9: Effective use of consultant from Client's Perspective. Chapter 10: Global Consulting Delivery. Chapter 11: Managing Client relationship and Consultative selling. Chapter 12: Consulting Career and entrepreneurship. Chapter 13: Consulting ethics and legal issues Chapter 14: Future of consulting. Chapter 15: To Sum it all Cases Study. Annexure A: Preparing for Case interview Annexure B: Consulting cases and Strategic Questions. Annexure C: Consulting Frame work and tools Annexure D: Bibliography and Webliography

This title stresses on Object Oriented and Classical Approach, by resorting to a concise presentation of the subject. In tune with reviewer comments and market feedback, the book takes an approach whereby a more balanced emphasis has been given to Design, Architecture and Management issues. Key features Extensive stress on Object Oriented Systems Analysis and Design. Separate chapter on Software Systems Design and Architecture (Chapter 5). Better organization with chapters on Testing for Software Quality (Chapter 14) and Quality Engineering for Software Quality Assurance (Chapter 15), placed in succession. Case Studies conclude every chapter for better comprehension of concepts. Concepts presented through easy to understand language and schematic diagrams. Pedagogy: Figures: 197 Test Your Understandings: 198 Chapter End Case Studies: 15 Greater focus on Design and Architecture issues Stress on Software Project Management reduced to a required level Enhanced pedagogy with a Case Study concluding each chapter Concise presentation of the Software Engineering

The premier guide to digital marketing that works, and a solid framework for success The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start

with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels, including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads. Instead of telling the customer what to think, you find out what they already think and go from there. Instead of front-loading resources, you continually adjust your approach based on real interactions with real customers every day. Digital marketing operates within its own paradigm, and The Art of Digital Marketing opens the door for your next campaign.

"This book is a wild and wonderful ride. Your guide, Rebecca Schuman, is a super-smart and very funny person who writes brilliantly about Germany and Germans (who are not what you think) and being young and insane and life in general and... just read it, OK?" -Dave Barry Sometimes Love Gets Lost in Translation You know that feeling you get watching the elevator doors slam shut just before your toxic coworker can step in? Or seeing a parking ticket on a Hummer? There's a word for this mix of malice and joy, and the Germans (of course) invented it. It's Schadenfreude, deriving pleasure from others' misfortune. Misfortune happens to be a specialty of Slate columnist Rebecca Schuman—and this is great news for the Germans. For Rebecca adores the Vaterland with the kind of single-minded passion its Volk usually reserve for beer, soccer, and being right all the time. Let's just say the affection isn't mutual. Schadenfreude is the story of a teenage Jewish intellectual who falls in love – in love with a boy (who breaks her heart), a language (that's nearly impossible to master), a culture (that's nihilistic, but punctual), and a landscape (that's breathtaking when there's not a wall in the way). Rebecca is an everyday, misunderstood 90's teenager with a passion for Pearl Jam and Ethan Hawke circa Reality Bites, until two men walk into her high school Civics class: Dylan Gellner, with deep brown eyes and an even deeper soul, and Franz Kafka, hitching a ride in Dylan's backpack. These two men are the axe to the frozen sea that is Rebecca's spirit, and what flows forth is a passion for all things German. First love might be fleeting, but Kafka is forever, and in pursuit of this elusive passion Rebecca will spend two decades stuttering and stumbling through German sentences, trying to win over a people who can't be bothered. At once a snapshot of a young woman finding herself, and a country slowly starting to stitch itself back together after nearly a century of war (both hot and cold), Schadenfreude, A Love Story is an exhilarating, hilarious, and yes, maybe even heartfelt memoir proving that sometimes the truest loves play hard to get.

This book provides a practical approach to designing and implementing a Knowledge Management (KM) Strategy. The book explains how to design KM strategy so as to align business goals with KM objectives. The book also presents an approach for implementing KM strategy so as to make it sustainable. It covers all basic KM concepts, components of KM and the steps that are required for designing a KM strategy. As a result, the book can be used by beginners as well as practitioners. Knowledge management is a discipline that promotes an integrated approach to identifying, capturing, evaluating, retrieving, and sharing all of an enterprise's information assets. These assets may include databases, documents, policies, procedures, and previously un-captured expertise and experience in individual workers. Knowledge is considered to be the learning that results from experience and is embedded within individuals. Sometimes the knowledge is gained through critical thinking, watching others, and observing results of others. These observations then form a pattern which is converted in a 'generic form' to knowledge. This implies that knowledge can be formed only after data (which is generated through experience or observation) is grouped into information and then this information pattern is made generic wisdom. However, dissemination and acceptance of this knowledge becomes a key factor in knowledge management. The knowledge pyramid represents the usual concept of knowledge transformations, where data is transformed into information, and information is transformed into knowledge. Many organizations have struggled to manage knowledge and translate it into business benefits. This book is an attempt to show them how it can be done.

The 4th edition of this book has been updated to meet the new requirements of the students, professors, and practitioners. This is an enhanced version of the earlier editions. To update and enhance the coverage of the book, many chapters have been restructured, and some new content/chapters have also been added. In addition, to have better engagement and learning outcomes for the reader, certain new pedagogical features have also been added. NEW IN THIS EDITION • A new chapter on 'Ethical and Social Issues' • Applications using MS-Access in the upgraded Chapter 5 – Data Resource Management • Concepts on organisations in Chapter 2 – Information, Systems and Organisation Concepts • Concepts of e-Governance in chapter 7 – e-Commerce, e-Business and e-Governance • Some latest trends and concepts in Chapter 4 – IT Infrastructure • Concepts on Project Management in chapter 12 – IS development and Project Management KEY FEATURES • Some new cases have been added, and various case studies from the earlier edition have been updated • New pedagogical elements, such as Objective-type Questions, True/False Questions, Review Questions and Assignments have been added in chapters • Glossary has also been incorporated to get a quick understanding of the terms used in the book • Instructor support has been added on the web through Online Resources

The chapters cover what instructors want students to know about MIS. Extended Learning Modules (XLM) show students what they can do with MIS. The instructor controls the mix by picking the chapters and XLMs to cover. A contemporary writing style and a wealth of examples engage students like no other MIS text.

Case study of hospitals in Delhi, India.

This book features a selection of extended papers presented at the 5th IFIP WG 12.6 International Workshop on Artificial Intelligence for Knowledge Management, AI4KM 2017, held in Melbourne, VIC, Australia, in August 2017, in the framework of the International Joint Conference on Artificial Intelligence, IJCAI 2017. The 11 revised and extended papers were carefully reviewed and selected for inclusion in this volume. They present new research and innovative aspects in the field of knowledge management such as machine learning, knowledge models, KM and Web, knowledge capturing and learning, and KM and AI intersections.

This book is a comprehensive, E-Engineered revision that integrates E-Business and E-Commerce into every chapter and every case making it the most current and up-to-date MIS text in the market. Managing IT in the E-Business Enterprise, 5E contains 14 chapters (down from 15 chapters and 2 appendixes in 4E) with more case studies and theory throughout, making it most appropriate for upper-level (junior/senior or graduate) business students who are or will become managers, entrepreneurs and business professionals in E-Business enterprises. By including a multitude of real world cases, in-text examples and exercises, organizing chapters into a simple five-area framework, and integrating E-Business concepts into all chapters, the text will help business students learn how to use and manage IT to conduct E-Commerce, improve decision making, and gain competitive advantage in the fast-changing real world of global business. The third edition of Organizational Behaviour: Text and Cases offers a concise yet comprehensive coverage of the

theories that determine behaviour in organizations. The relationship between effective organizational behaviour and the effective functioning of an organization is established through a clear and lucid style of presentation. With the help of necessary concepts, tools and techniques necessary for understanding behaviour in organizations, this book attempts to unfold human behaviour at four levels; starting from the individual processes and moving on to the interpersonal, organizational, and change processes. It encourages active learning through exercises, field projects and case studies, and develops competencies that are essential for becoming successful managers and effective employees in organizations. The three new chapters—Career, Planning and Management; Performance and Reward Management; and Gender Issues in Management—help readers understand organizational behaviour in the current Indian business scenario better. KEY FEATURES • Classroom-tested case studies pertaining to actual incidents from the workplace • Several examples from BPCL, HCL Technologies, Wipro, Infosys and SAP highlighting the best practices in the industry • Caselets focusing on behavioural issues in organizations • Field projects involving students in data collection and analysis • Marginalia summarizing crucial points and serving as quick references • A companion website featuring multiple-choice questions, learning objectives, an instructor's manual, and PowerPoint lecture slides enabling effective presentation of concepts

This book aims at presenting a systematic knowledge of the management information technology, so that it can be appreciated and understood for application in business and industry. It has a balanced management and technology coverage, which makes the text indispensable for students and professionals. The new and updated fourth edition reflects the present trend prevailing in the information era. It shifts the focus on the information needs of a digital firm for running the business efficiently and effectively. The book continues to have five parts covering the text and comprehensive cases related to MIS.

This is a compilation of papers presented at the Information System Concepts conference in Marburg, Germany. The special focus is consolidation and harmonisation of the numerous and widely diverging views in the field of information systems. This issue has become a hot topic, as many leading information system researchers and practitioners come to realise the importance of better communication among the members of the information systems community, and of a better scientific foundation of this rapidly evolving field.

Financial Management: Theory and Practice celebrates the 23rd Anniversary of its publication. Over these two decades, Indian business and finance have considerably changed owing to deregulation, liberalisation, privatisation, globalisation, and the ascendance of the services sector. The book has kept pace with these changes and captures the central themes and concerns of corporate financial management-making it both contemporary and comprehensive.The book seeks to:*Build understanding of the central ideas and theories of modern finance*Develop familiarity with the analytical techniques helpful in financial decision making *Furnish institutional material relevant for understanding the environment in which financial decisions are taken *Discuss the practice of financial management.

While encouraging the use of modeling techniques for sizing, cost and schedule estimation, reliability, risk assessment, and real-time design, the authors emphasize the need to calibrate models with actual data. Explicit guidance is provided for virtually every task that a software engineer may be assigned, and realistic case studies and examples are used extensively to reinforce the topics presented.

The benchmark text for the syllabus organized by technology (a week on databases, a week on networks, a week on systems development, etc.) taught from a managerial perspective. O'Brien defines technology and then explains how companies use the technology to improve performance. Real world cases finalize the explanation.

This book contains the refereed proceedings of the 13th International Conference on Business Information Systems, BIS 2010, held in Berlin, Germany, in May 2010. The 25 revised full papers were carefully reviewed and selected from more than 80 submissions. Following the theme of the conference "Future Internet Business Services", the contributions detail recent research results and experiences and were grouped in eight sections on search and knowledge sharing, data and information security, Web experience modeling, business processes and rules, services and repositories, data mining for processes, visualization in business process management, and enterprise resource planning and supply chain management.