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Marketing by Generating Database:
Information system also gives the
firms and organization an edge over

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changes in the external conditions (market sector, employment levels, share prices, etc.) and matching these with the internal conditions of the organisation.

The Strategic Role Of Information
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strategic management of information
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Strategic Management of Information
Systems

The concept of ' strategic
information management ' conveys

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manifold images, such as the strategic use of information systems, strategic information systems planning, strategic information systems . . . Our conceptualization of the term, and hence of the scope of the book, is presented in Figure 0.1.

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Systems Information Management -
CA Sri Lanka

Description Pearlson and Saunders'
Strategic Management of Information
Systems, Fifth Edition, conveys the
insights and knowledge MBA
students need to become
knowledgeable and active

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Participants in information systems decisions. This text is written to help managers begin to form a point of view of how information systems will help, hinder, and create opportunities for their organizations.

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