

## Baltzan Business Driven Information Systems 2nd Edition

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MH Campus Part 1 Demo Topic 1 Section 4 Business Information Systems Keeping Up/Staying Ahead in MIS

Management Information Systems lu0026 its Functions**Baltzan Business Driven Information Systems**

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Abstract. The Baltzan and Phillips approach in Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second.

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Baltzan also teaches online at Strayer University. She is the coauthor of many textbooks, including Essentials of Business Driven Information Systems, Business Driven Technology, I-Series, and a contributor to Management Information Systems for the Information Age.

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A derivative of the Baltzan; Business Driven Technology version, this M. Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major...