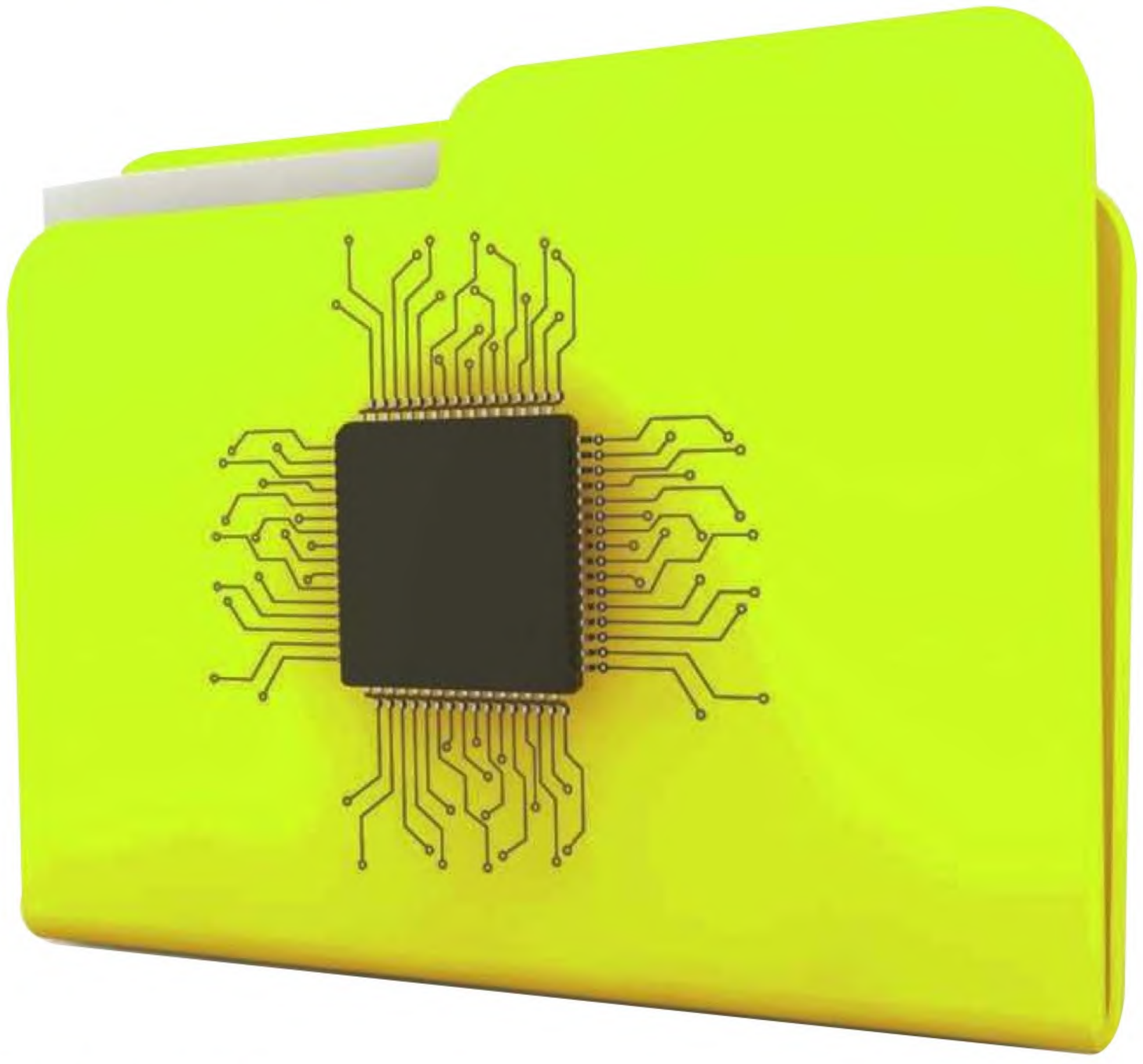
PRINCIPLES OF BUSINESS INFORMATION SYSTEMS

THIRD EDITION



RALPH STAIR,
GEORGE REYNOLDS
AND THOMAS CHESNEY

CENGAGE

Australia • Brazil • Mexico • Singapore • United Kingdom • United States

CENGAGE

***Principles of Business Information Systems* 3rd Edition**
Ralph Stair, George Reynolds and Thomas Chesney

Publisher: Annabel Ainscow

List Manager: Abigail Coppin

Content Project Manager: Melissa Beavis

Manufacturing Manager: Eyvett Davis

Marketing Manager: Anna Reading

Typesetter: Lumina Datamatics

Cover Design: Simon Levy Associates

Text design: Design Deluxe Ltd

Cover Image(s): istock

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library.

ISBN: 978-1-4737-4841-5

Cengage EMEA
Cheriton House, North Way
Andover, Hampshire, SP10 5BE
United Kingdom

Cengage is a leading provider of customized learning solutions with employees residing in nearly 40 different countries and sales in more than 125 countries around the world. Find your local representative at: **www.cengage.co.uk**

Cengage products are represented in Canada by Nelson Education, Ltd.

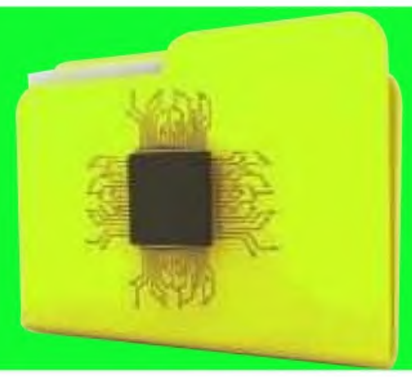
For your course and learning solutions, visit **www.cengage.co.uk**

Purchase any of our products at your local college store or at our preferred online store **www.cengagebrain.com.**

Printed in China by RR Donnelley
Print Number: 01 Print Year: 2017

For Tahseena

Brief Contents



Contents