

# **Processes, Systems, and Information: An Introduction to MIS**

By David M. Kroenke, Earl McKinney

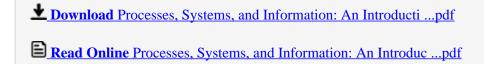




**Processes, Systems, and Information: An Introduction to MIS** By David M. Kroenke, Earl McKinney

A business process approach.

David M. Kroenke and Earl McKinney's new textbook *Processes, Systems, and Information: An Introduction to MIS* is the first introductory MIS textbook to emphasize business processes while also presenting the key topics usually associated with an intro course.



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#### **Editorial Review**

About the Author

David Kroenke has been a sailor since 1971 and currently owns a Mason 44. He has cruised the West Coast extensively, roamed the Inside Passage and the coast of British Columbia, and sailed to Mexico and back. His next Big Trip is a voyage to the Marquesas. Although he holds a Ph.D. in engineering, he claims his chief qualification for writing "Know Your Boat" is the self-education process he undertook after spending piles of money in boatyards.

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