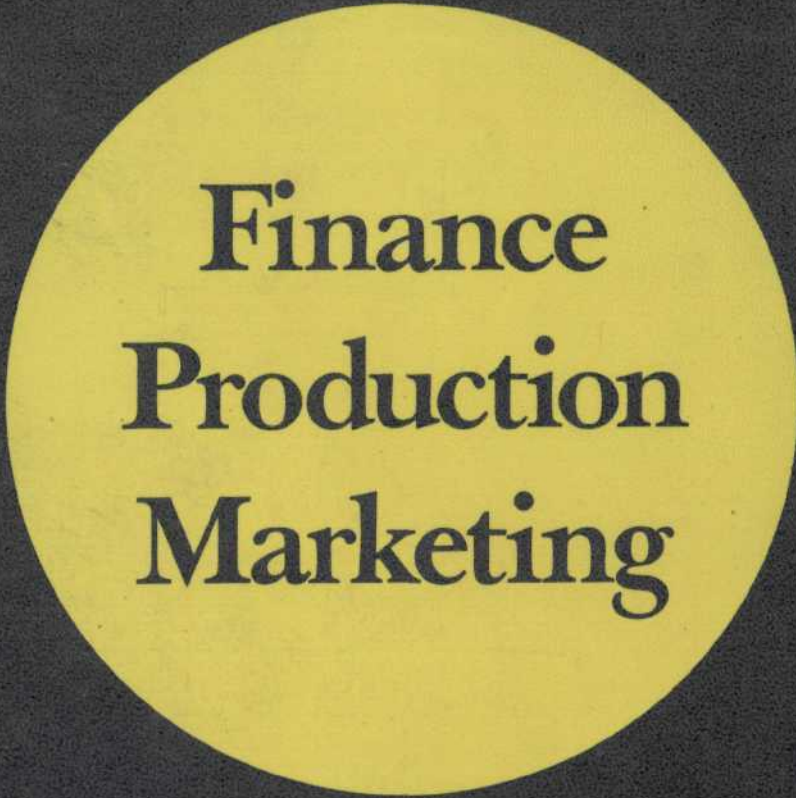


Donald W. Kroeber

Management Information Systems



Finance
Production
Marketing

The growth of computers in business has led to a flood of books for data processing professionals. Until now, however, no book has dealt with what *every* manager in a modern business environment needs to know about actually *managing* computer information systems for full productivity.

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After describing in precise detail how management information systems (MIS) are designed and implemented, the author focuses on the managerial uses of information:

- **and decision-making.** Programmable and nonprogrammable decisions. Decision making under certainty, uncertainty, and risk. Quantitative methods. Computer simulation.
- **and organization.** Responsibility and accountability. Centralized, dispersed and distributed MIS. MIS and management structure.
- **and personnel.** Positions, duties, responsibilities, and qualifications of MIS personnel. Behavioral impact of MIS.
- **MIS life-cycle.** Identification of information needs. Feasibility studies. Systems analysis. Systems design. Programming, testing, training, documentation, implementation, evaluation.

The author concludes with specific examples of MIS applications in the functional areas of finance, production, marketing, and personnel.

(continued on back flap)

Management Information Systems

A Handbook for Modern Managers

DONALD W. KROEBER

PEJABAT PERDANA MENTERI
JALAN DATO ONN,
KUALA LUMPUR.



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To Jamie, with love

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