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Management Information Systems in context and Marketing Information Systems in context. The book also discusses the evolution of the information systems genesis and transitions, presentation of a development of different types of information systems, the Transaction Processing Systems, Integrated Information Systems, Decision Support Systems, Expert Systems, Executive Information Systems, Customer Information Systems and explanation of their significance in organizational strategy development. In the book authors also general principles of development and implementation of information systems present actual manner of business information system development. They consider information systems strategy formulation and analyze the influence of computerized information systems and information technology on business processes, organization of systems, service management and decision making processes.

This book aims to provide knowledge on role and significance of Management Information Systems and Marketing Information Systems in contemporary business environment. The book includes description of the information systems genesis and transitions, presentation of a development of different types of information systems, the Transaction Processing Systems, Integrated Information Systems, Decision Support Systems, Expert Systems, Executive Information Systems, Customer Information Systems and explanation of their significance in organizational strategy development. In the book authors also general principles of development and implementation of information systems present actual manner of business information system development. They consider information systems strategy formulation and analyze the influence of computerized information systems and information technology on business processes, organization of systems, service management and decision making processes.

In the last few years business people have been witnessing the digital economy development. The Internet change the way that business work, study, play and conduct their lives. The last chapter is on e-commerce and Global Information Society.