ABOUT THE AUTHORS

David Kroenke

David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington. He has led dozens of seminars to college professors on the teaching of information systems and technology; in 1991 the International Association of Information Systems named him Computer Educator of the Year.

David worked for the U.S. Air Force and Boeing Computer Services. He was a principal in the startup of three companies. He also was vice-president of product marketing and development for the Microrim Corporation and was chief of technologies for the database division of Wall Data, Inc. He is the father of the semantic object data model. David's consulting clients have included IBM, Microsoft, and Computer Sciences Corporations, as well as numerous smaller companies. Recently, David has focused on using information systems for teaching collaboration.

His text *Database Processing* was first published in 1977 and will be released in its eleventh edition in the summer of 2009. He has published many other textbooks in including *Database Concepts*, Fourth Edition (2010) and *Using MIS*, Second Edition (2009). David lives in Seattle. He is married and has two children and three grandchildren.

Andrew Gemino

Andrew Gemino (www.andrewgemino.com) has taught at Simon Fraser University for the last decade. He is an accomplished teacher who has twice been awarded the TD Canada Trust Distinguished Teaching Award at SFU and who has also received the MBA Teaching Excellence Award at the University of British Columbia.

Andrew is currently President of the Special Interest Group for Systems Analysis and Design (sigsand.aisnet.org) in the Association of Information Systems. He teaches and consults in IT project management for a variety of clients and also founded a software company that specialized in professional sports scouting and scheduling/payroll systems for sports and entertainment companies. He also volunteers his time at the Surgical Oncology Network associated with the BC Cancer Society.

Andrew is a writer/researcher whose work is funded through grants from the National Sciences and Engineering Research Council (NSERC) and the Social Sciences and Humanities Research Council (SSHRC). Examples of his work on IT Project Management can be found at www.PMPerspectives.org, and his work in systems analysis and design can be found at www.quick-sand.org. His work has been published in *Communications of the ACM, Journal of MIS, European Journal of IS, Data and Knowledge Engineering, Requirements Engineering,* and *Data Mining and Knowledge Discovery.* Andrew lives in Coquitlam, BC, with his wife and two children.

Peter Tingling

Peter Tingling has worked in information intensive industries for more than thirty years. He has held senior line and staff positions at a variety of top-tier firms, and has consulted to government, start-up, and Fortune 500 companies across North America.

Peter's research interest is in decision process and analysis and his work has involved organizations that run the range from banks to professional hockey teams. Peter's work has been published in academic journals and has often been referenced in the public media.

A closet academic, Peter considers himself an eclectic reader, although he prefers biographies. His favourite authors are Feynman, Halberstam, and Lewis. Married with four children, Peter lives in Vancouver.
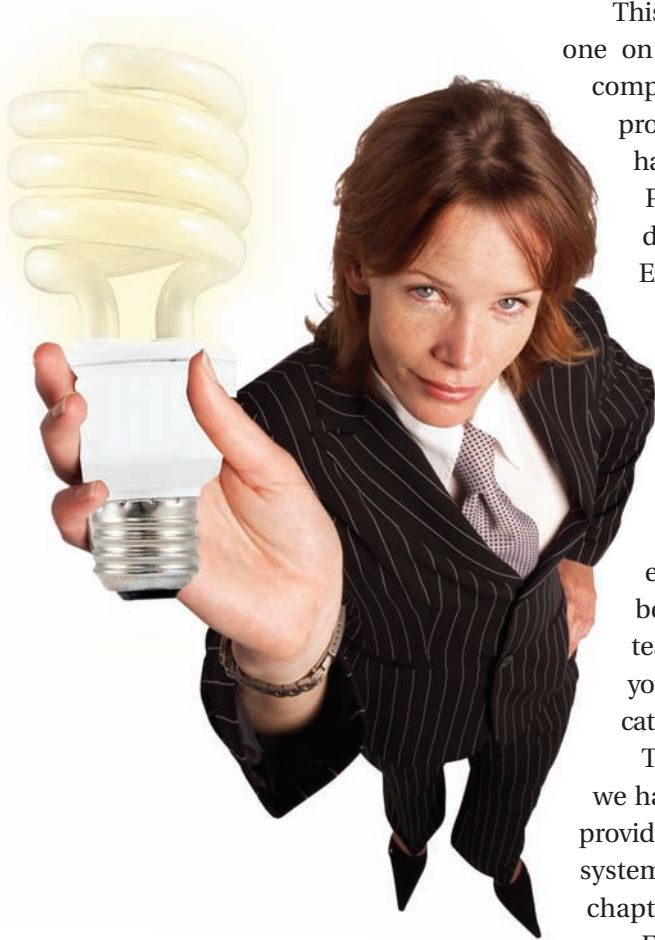
LETTER TO STUDENTS

Dear Student:

You have chosen to begin a career as a business professional by majoring in a business discipline. If your experience is anything like that of the authors of this Canadian edition, you will not regret your choice. Working in business leads to fulfilling, enjoyable experiences and relationships with interesting, quality people.

The overall purpose of this book is to help you prepare for success in your business career, and in today's business environment success will most likely come through your ability to innovate. Canadian businesses face increasing pressure to improve the effectiveness and efficiency with which products and services are delivered to global customers. This innovation will require a work-force with new skills and an improved understanding of the role of information systems in business. In writing the book, we kept in mind three goals:

1. To explain how you can use information systems to solve problems and make better decisions in business.
2. To show you how to increase your utility (and marketability) in business by applying knowledge of information systems.
3. To describe, in the context of management information systems (MIS), how you can become a better business professional.

Notice that the emphasis is on you. It's up to you to prepare yourself. No particular book, no course, no professor, no TA can do it for you. However, many people have worked hard to structure this book so you can maximize the benefit from your study time.

To help you achieve your goals, we have included new sections on Green IT, Smart Phones, Business Process Measurement, Innovation, Social Networking, Web 2.0, Collaboration, Cloud Computing, and the Project Management Body of Knowledge (PMBOK). In addition, we have added more theoretical bases including the Theory of Diffusion of Innovation and a discussion of Network Externalities.

This book also now includes two additional Application Extensions, one on MS Excel and the other on MS Project. These extensions complement the extension of MS Access and Database Design provided in the first edition. MS Excel has been added because it has become critical for data analysis and decision making. MS Projects has been added because it is a foundational tool for the development of project management skills. MS Project and MS Excel are just two examples of the new set of skills that business professionals will need to develop to be successful in the future.

In addition to content changes, the book contains five unique features that provide interesting opportunities for learning. First, we have organized the material in every chapter around a set of questions. Use these questions to manage your study time. Read until you can answer the questions.

Second, Collaborative Exercises have been included at the end of every chapter. These new assignments are designed to be accomplished in groups and are meant to help to build your teamwork skills and provide a larger opportunity for developing your interpersonal communication skills. The abilities to communicate and work in a team are critical skills for business professionals.

Third, short MIS in Use cases are included in each chapter and we have added a number of new cases to this edition. These cases provide real life examples of how organizations deal with information systems issues. You can also find a second case near the end of each chapter for additional insight.

Fourth, every part and every chapter begins with a real-life scenario of a student or business professional who needs knowledge of information systems. Use these scenarios to understand how you can apply the knowledge of information systems to gain a personal competitive advantage.

Finally, the two-page What Do YOU Think? feature found at the end of each chapter provides stimulating ideas for class discussion and individual thought. The exercises often include ethical issues and ask you to develop opinions about important issues in information systems. If possible, discuss the questions in these guides with other people. Such discussions will give you a chance to develop your own opinions about important topics in information systems.

Like all worthwhile endeavours, this course takes work. That's just the way it is. No one succeeds in business without sustained focus, attention, desire, effort, and hard work. It won't always be easy, and it won't always be fun. On the other hand, you will learn concepts, skills, and behaviours that will serve you well throughout your business career.

We wish you, as an emerging business professional, the very best success!

Sincerely,

David Kroenke
Seattle, Washington

Andrew Gemino
Peter Tingling
Vancouver, British Columbia