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Título: Information Technology For Management: Transforming Organizations In The Digital

Autor: Turban / Leidner / Mclean / Wetherbe

Precio: \$1870.00

Editorial:

Año: 2008

Tema:

Edición: 6ª

Sinopsis

ISBN: 9780471787129

Social networks are transforming how people communicate, work, and play. This comprehensive new edition highlights this new technology and scores of others that are changing how organizations operate and compete in the current global environment.

The cover depicts two examples of social network. The larger image is a visualization of the trust relationships in a web-based social network. The smaller figures are default avatars from Second Life, a multi-layered, 3D virtual world that is imagined, created, and owned by its residents.

See chapter 4 for more information on social networks.