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<<信息技术与管理>>

图书基本信息

书名：<<信息技术与管理>>

13位ISBN编号：9787301081280

10位ISBN编号：7301081286

出版时间：2005年

出版时间：北京大学出版社

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页数：537

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前言

在当前经济全球化的背景下，中国经济的发展需要大量具备扎实理论功底、了解国际规则、能够适应国际竞争需要的优秀的经济管理人才，所以，大力开展双语教学，适当引进和借鉴国外优秀的原版教材，是加快中国经济管理教育步伐，使之走向国际化的一条捷径。
为此，北京大学出版社与国外著名出版公司麦格劳-希尔教育出版公司和汤姆森学习出版集团合作推出了《经济与金融经典入门教材》和《管理学经典入门教材》两套系列丛书，这两套丛书的大部分均同时包含英文版和翻译版，主要针对本科层次，目前首先推出英文版（英文影印版／英文改编版）。
丛书的筛选完全是本着“出新、出好、出精”的原则，均经过北京大学及国内其他著名高校相关学者的精心挑选，分别汇集了国外经济与金融和管理学领域的经典教材，称得上是一套优中选精的丛书。
鉴于外版教材大多篇幅过长，且其中某些内容不适合我国的教学实际需要，因而我们对部分所选图书进行了必要的删节，成为英文改编版。
在选书和删节的过程中，我们得到了许多老师的大力支持和帮助，在此，我们对他们表示衷心的感谢：　　北京大学光华管理学院：张一弛、张志学、杨云红、雷明、武常岐、张红霞、陆正飞、黄慧馨　　中国人民大学：李先国、杨波、胡波　　中国农业大学管理学院：陆娟　　中山大学岭南学院：贾佳　　天津财经大学财政系：张进昌　　哈尔滨工业大学工商管理学院：张莉、李国鑫　　这两套丛书是对国外原版教材的直接或删节后影印，由于各个国家政治、经济、文化背景的不同，对于书中所持观点还请广大读者在阅读过程中注意加以分析和鉴别。
另外，我们在对原版图书进行删节、重新编排页码的同时，为了便于读者核对使用索引，仍保留了原书的页码，因此读者在阅读过程中可能会发现有跳页现象，而且由于删节，某些文中提到的页码或内容有可能无法找到，对于由此给读者带来的诸多不便，我们深表歉意，恳请您的谅解。
我们期望本套教材的出版可以对我国经济管理学科的教学，尤其是经济管理专业本科的教学有所裨益，能够对我国经济管理学科的发展有所贡献。
一套丛书的推出和不断完善离不开大家的支持和帮助，我们也欢迎所有关心中国经济管理学科教育和发展的专家和学者及广大读者，给我们提出宝贵的意见和建议，诚挚地希望您能向我们推荐您所接触到的国外优秀的经济管理类图书。

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<<信息技术与管理>>

内容概要

《信息技术与管理》较系统地介绍了管理信息系统的基础知识，包括管理信息系统导论、信息技术基础、信息系统在组织中的应用、信息系统资源的管理共四个部分的内容。
《信息技术与管理》的最大特点是系统性和实践性，适合无理工科背景的学生使用且所介绍内容可操作性较强。

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章节摘录

Summary Organizational communication is the sharing of information related to an organizational activity between two or more individuals or organizational units. Sharing of information implies the collection, analysis, and transmission of information. Therefore, organizational communication may be thought of as a process. A communication network is made of a series of communication dyads. A dyad consists of a sender (source), a receiver, a message delivered through a channel (s), a medium connecting the sender and the receiver, and (optionally) feedback from the receiver to the sender. The communication process consists of the sender collecting data, encoding the data to form a message, and sending the message to the receiver, who decodes it. In many instances, the receiver acknowledges receipt of the message through some form of feedback. Communication distortion is the transformation of the meaning of a message by intentionally or unintentionally altering its content. This transformation includes any instance where information gets lost or destroyed, is modified or altered in a misleading manner, is sent to the wrong place, arrives late, or cannot be understood by the receiver. In many instances, communication distortion may be prevented through the appropriate use of information technology. Telecommunications can be thought of as the transmission of a message across a distance. Telecommunication technology can be used to facilitate communications between organizational members, or between organizational members and external parties such as customers and suppliers. One common example is the use of the public telephone system to carry a voice conversation between two or more people. Data traffic over networks such as the Internet continues to increase dramatically. To respond to the needs of the increased data traffic, telecommunications providers (e.g., local and long-distance telephone companies) need to transform the telecommunications infrastructure in which they have invested over the last 100 years. Basically, they need to transform a circuit-switched network designed to carry analog voice traffic to a packet-switched network designed and optimized for data communication that carries voice communication as just another data type. The term bandwidth is generally used to describe the capacity of a communications medium, and more specifically how fast content flows. In digital systems, bandwidth is expressed as data bits per second (bps). In analog systems (e.g., analog wireless telephones using radio frequencies), bandwidth is measured as the difference between the lowest frequency and the highest frequency used. As a way of classifying the capacity of different channels, the terms narrowband, wideband, and broadband often are used. Narrowband is typically used for a medium that offers transmission speeds of 64 kbps or less. For media offering rates between 64 kbps and 1.544 Mbps, the term wideband is used. Broadband is typically used to describe media offering transmission rates of 1.544 Mbps or higher.

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