



# Business Driven Information Systems

By Paige Baltzan, Amy Phillips

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*Business Driven Information Systems, 4e* discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This updated edition provides the foundation that will enable students to achieve excellence in business through its updated case studies, closing cases, technology plug-ins, expanded IT topics, and new project management content.

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#### **About the Author**

Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of Business at the University of Denver. She holds a B.S.B.A. specializing in Accounting/MIS from Bowling Green State University and an M.B.A. specializing in MIS from the University of Denver. Paige also teaches online at Strayer University. She is the co-author of several books, including Business Driven Technology, Essentials of Business Driven Information Systems, I-Series, and a contributor to Management Information Systems for the Information Age. Before joining the Daniels College faculty in 1999, Paige spent several years working for a large telecommunications company and an international consulting firm where she participated in client engagements in the United States, as well as South America and Europe. Paige lives in Lakewood, Colorado, with her husband, Tony, and daughters, Hannah and Sophie.

Amy Phillips is a professor in the Department of Information Technology and Electronic Commerce in the Daniels College of Business at the University of Denver.

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