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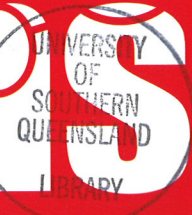
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Preface

We are proud to publish the 2nd Australian adaptation of the successful Stair and Reynolds *Principles of Information Systems*. This edition builds on the success of the 1st adaptation, which already meets the need for a thorough information systems text. This edition takes the best of the original United States edition and builds upon it, focusing on issues relevant to Australia, New Zealand, and South East Asia. We have listened to the needs of our colleagues throughout the region, making modifications and incorporating suggestions to refine this new edition. We hope you are pleased with the results.

The overall goal of this edition was to develop an outstanding text that follows the pedagogy and approach of the US Stair and Reynolds *Principles of Information Systems* and its smaller, more concise version, the US Stair and Reynolds *Fundamentals of Information Systems*, and to include specific information and case studies, with additional practical content and activities for Australia, New Zealand, and South East Asia.

Today, information systems (IS) are used for business processes from communications to order processing and number crunching, and in business functions ranging from marketing to human resource management, accounting, and finance. Regardless of your future occupation, the chances are that you will need to understand what IS can and cannot do and be able to use IS to help you accomplish your work. You will be expected to suggest new uses of IS and participate in the design of solutions to business problems employing IS. You will be challenged to identify and evaluate IS options. To be successful, you must be able to view IS in terms of business and organisational needs. For your solutions to be accepted, you must identify and address their impact on fellow workers. For these reasons, a course in IS is essential for business students in today's high-tech world.

Our primary objective with this text is to develop the best IS text and accompanying materials for the IS university courses required by business students. We hope that this adaptation will stand along-side its US editions in the IS curriculum, offering IS concepts that every business student must learn in order to be successful. This text has been written specifically for the IS curriculum, and it discusses IT and IS concepts in a business context with a strong managerial emphasis.

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About the authors

Frank Moisiadis and Rohan Genrich have been teaching information systems in New South Wales and Queensland for more than 10 years to over 30 000 Australian university students. Simply put, all students need to understand how information systems work in the information age we live in. The students Frank and Rohan have taught include those majoring in Computer Science, Business Studies, Accounting, Finance, Marketing, Education, Law, Psychology, and the Arts. The courses they have developed and taught support the academic and vocational information systems needs of these disciplines in Australia.

Frank and Rohan bring years of writing, teaching, and academic experience in Australia to this text. They have also published a large number of research papers and bring a wealth of computer and industrial experience to the text. Overall, they bring the knowledge and experience Australian, New Zealand, and South East Asian students need in order to comprehend foundational concepts and master practical skills in information systems.