DESCRIPTION

Updated with the latest advances in the field, Jerry FitzGerald, Alan Dennis, and Alexandra Durcikova’s 12th Edition of Business Data Communications and Networking, continues to provide the fundamental concepts and cutting-edge coverage of applications that students need to succeed in their careers.

Authors FitzGerald, Dennis, and Durcikova have developed a foundation and balanced presentation from which new technologies and applications can be easily understood, evaluated, and compared.

ABOUT THE AUTHOR

Dr. Jerry FitzGerald is the principal in Jerry FitzGerald & Associates, which he started in 1977. He received his Ph.D. in business economics and master’s degree in business economics from the Claremont Graduate School, an MBA from the University of Santa Clara, and a B.A. in industrial engineering from Michigan State University.

Alan R. Dennis is currently a professor at the Kelley School of Business at Indiana University, where he holds the John T. Chambers Chair of Internet Systems, which honors John Chambers, the founder of Cisco Systems and a groundbreaking developer in networking technology. He has written numerous books on data communication, system design, and networking, and he is the publisher of MIS Quarterly, a scholarly quarterly lodged in the Information Systems department at Indiana University.
NEW TO EDITION

• **Design of Networks**: A comprehensive framework is introduced for network design in Chapter 6 that is supported by an ongoing case study at the ends of Chapters 6–10 which walks the students through network design step by step.

• Chapters 6–12 are designed in a way that can be used for a “flipped classroom” style of teaching as well as the traditional lecture approach. Students are motivated to learn about LANs and WLANs (Chapter 7), BNs (Chapter 8), WANs (Chapter 9), and the Internet (Chapter 10) because they are designing a network for an organization.

• There is an introduction of a new framework for risk assessment that builds on currently accepted industry standards. It walks students through risk assessment in an easily comprehensible way.

• New hands-on activities and questions have been added at the end of each chapter that guide students to understand how to select technologies to build a network that would support an organization’s business needs.

FEATURES

• Balanced coverage of the technical and managerial aspects of data communications helps students understand how networks operate and how to successfully apply them.

• Real-life examples throughout the text illustrate the complex uses of networks in recent years including mini-cases in Management Focus boxes which show how real organizations are using telecommunications and networking.
• The text covers all the important topics in data communications. Every important technology and/or network management issue is addressed in enough depth to give the student a basic understanding.

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