



E-Business & E-Commerce Management: Strategy, Implementation and Practice

Dave Chaffey

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This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. The author, Dave Chaffey, brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults.

Popular for its cutting-edge and contemporary coverage, this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject. It is an engaging read, packed with real-life examples and case studies.

Developed for students studying e-business or e-commerce at undergraduate or postgraduate level, and also used by many business managers, this is the essential text to keep pace with technology, strategy and implementation.

E-Business & E-Commerce Management: Strategy, Implementation and Practice Details

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Arevik Badalyan says

Very helpful. If you want to get a clear understanding about Digital Marketing, this is the right place to start.

Chris Soames says

One of the first books I read before entering the world of online marketing. Really helped me get a great grounding in the subject. Dave Chaffey has covered a lot in this area, I have even had the privilege of working with him. He now blogs on Digital Marketing regularly at Smart Insights.com. Well worth checking out to help stay on top of this every changing industry.

I would recommend to anyone interested in the area of online marketing

John Matei says

I want this book am sure it will help me in my study

Roberto Hortal says

Fantastic textbook on eCommerce management. Particularly the 2 pages which quite me.

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