



# Digital Business and E-Commerce Management: 6

*Dave Chaffey*

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This text 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.

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.

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