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Dave Chaffey (www.davechaffey.com) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management. Synopsis This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management.

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Dave Chaffey (www.davechaffey.com) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management.

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This new edition of Dave Chaffey's bestselling book, joined this time by fellow authors Tanya Hemphill and David Edmundson-Bird, is your guide to answering these tough questions. Written in an engaging and informative style, Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world.

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Dave Chaffey (www.davechaffey.com) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management.

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What they do: Skubana is a back-end e-commerce solution that unifies operations, automates monotonous processes and even uses predictive analytics to reveal business trends. E-commerce companies are able to streamline processes ranging from inventory management to overhead cost reduction with Skubana's holistic platform. Founded: 2013

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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.

Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.

This is a great value multipack consisting of Chaffey: E-Business and E-Commerce ISBN: 0273651889 and Strauss: Building Effective Websites ISBN: 0130932884

" This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. It offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject."--Publisher.

Written in an engaging and informative style, Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking, covering all aspects of digital business including strategy, digital comms and transformation.

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