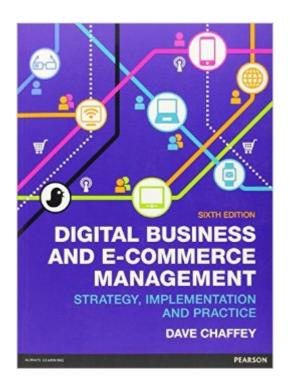# Digital Business & E-Commerce Management, 6th Ed. Strategy Implementation & Practice

Synopsis

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.

Book Information

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Customer Reviews

Great book, actually the best I read in this category, to integrate many elements of strategy, operations and technology in a consistent view of the e-business and e-commerce fields. The author uses really good information sources for Management issues.

It was what I needed, but delivery took longer than I needed. It was almost time for my first test, bummer.

A+

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