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Digital Business and E-Commerce Management, 7th Edition

Whether you're a student studying digital business and e-commerce, a marketer or a business manager, Digital Business and E-Commerce Management is the essential text to help you understand and apply the concepts of 'Digital', strategy and implementation. Dr Dave Chaffey. FCIM, FIDM is co-founder of the publisher Smart Insights.

Digital Business and E-Commerce Management: Amazon.co.uk ...

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E-commerce comes in multiple forms. In business-to-consumer (B2C) e-commerce, a business sells goods and services to consumers through its website. Many brick-and-mortar retailers have adapted to the popularity of e-commerce, and they now conduct sales through their websites as well as in their stores.

Learn the Difference Between E-Business vs. E-Commerce

The new edition of Dave Chaffey's bestselling book is your guide to answering these difficult questions. Written in an engaging and informative style, Digital Business and E-Commerce Management will equip you with the knowledge and skills to navigate today's fast-paced world of continuous technological development.

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E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data ...

E-commerce - Wikipedia

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