

The book was found

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

Paperback: 679 pages

Publisher: Trans-Atlantic Publications; 6th Revised ed. edition (December 18, 2014)

Language: English

ISBN-10: 0273786547

ISBN-13: 978-0273786542

Product Dimensions: 7.6 x 1 x 10.3 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â See all reviews Â (3 customer reviews)

Best Sellers Rank: #546,945 in Books (See Top 100 in Books) #138 in Â Books > Computers & Technology > Internet & Social Media > E-Commerce #1606 in Â Books > Textbooks > Business & Finance > Management #6197 in Â Books > Business & Money > Management & Leadership > Management

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+

[Download to continue reading...](#)

Digital Business & E-Commerce Management, 6th ed. Strategy Implementation & Practice The Infliction of Commerce: Lean to Swim or Drown in a Sea of Commerce (Contract =Law= Commerce) E-commerce Get It Right! Step by Step E-commerce Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips, Simplified for Your Startup & Small Business Effective Implementation In Practice: Integrating Public Policy and Management (Bryson Series in Public and Nonprofit Management) Study Guide for Miller/Cross' The Legal Environment Today: Business In Its Ethical, Regulatory, E-Commerce, and Global Setting, 6th Database Systems: A Practical Approach to Design, Implementation, and Management (6th Edition) Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues, Student Value Edition, (9th Edition) Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Nurse Practitioner's Business Practice And Legal Guide (Buppert, Nurse Practitioner's Business Practice and Legal Gu) Secure Electronic Commerce: Building the Infrastructure for Digital Signatures and Encryption (2nd Edition) Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics) Fotografia Submarina / Underwater Photography: Tecnicas Fotograficas / Digital and Traditional Techniques (Ocio Digital / Leisure Digital) (Spanish Edition) VLSI Digital Signal Processing Systems: Design and Implementation Digital Processing of Synthetic Aperture Radar Data: Algorithms and Implementation [With CDROM] (Artech House Remote Sensing Library) Introduction to Electronic Commerce (3rd Edition) (Pearson Custom Business Resources) The Legal Environment of Business and Online Commerce The Legal Environment Today: Business In Its Ethical, Regulatory, E-Commerce, and Global Setting West's Business Law: Text and Cases - Legal, Ethical, International, and E-Commerce Environment, 10th Edition Business Law: The Ethical, Global, and E-Commerce Environment

[Dmca](#)