Digital Business and E-Commerce Management

Dave Chaffey 2015

E-Business and E-Commerce Management: Dave Chaffey 2017

This textbook is designed for students and professionals in the field of digital business and e-commerce management. It covers a wide range of topics, including digital marketing, e-commerce, and social media. The book is structured into five parts:

1. Digital Marketing: Including the use of CRM, buyer behavior, and customer experience management.

The book is written in an accessible and engaging style, and includes numerous case studies and examples to illustrate key concepts. It is also supported by a range of online resources, including exercises and quizzes.

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1. Introduction to Digital Business and E-Commerce: Discussing the importance of digital business and e-commerce, including the role of digital technologies in business.
2. Digital Marketing: Including the use of CRM, buyer behavior, and customer experience management.
3. E-Commerce: Discussing the role of e-commerce in business, including e-commerce strategies and best practices.

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