



E-Business and E-Commerce Management: Strategy, Implementation and Practice (Fifth Edition)

By Dave Chaffey

Pearson Education, 2013. Softcover. Book Condition: New. 5th or later edition. This bestselling textbook 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. It is an engaging read, packed with real-life examples and case studies. 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. Contents 1. Introduction to e-business and e-commerce 2. E-commerce fundamentals 3. E-business infrastructure 4. E-environment 5. E-business strategy 6. Supply chain management 7. E-procurement 8. E-marketing 9. Customer relationship management 10. Change management 11. Analysis and design 12. Implementation and maintenance Printed Pages: 768.



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