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Description of the book "Digital Business and E-Commerce Management": 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

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of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults.

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In addition to business models and business webs, digital procurement and marketing processes are likewise addressed such as electronic negotiation processes, security questions with digital signatures, as well as electronic supplier relationship management and customer relationship management.

Digital Business and e-Commerce Management: CHAFFEY

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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.

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How E-Commerce Websites Are Improving Their Workflow

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Written in an engaging and informative style, Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking, covering all aspects of digital business including strategy, digital comms and transformation.