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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

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the complete e commerce book offers a wealth of information on how to design build and maintain a successful web based business many of the chapters are filled with advice and information on how to incorporate current e business principles o

upper level undergraduate mba and executive mba courses on introduction to e commerce this book is written for present and future practitioners who need a solid foundation in all aspects of conducting business in the new economy the authors focus on what a manager needs to know about internet infrastructure strategy formulation and implementation technology concepts public policy issues and capital infrastructure in order to make effective business decisions the authors present a framework for the study and practice of e commerce with business strategy at the core surrounded by four infrastructures the technology infrastructure that underlies the internet the media infrastructure that provides the content for businesses public policy regulations that provide both opportunities and constraints and the capital infrastructure that provides the money and capital to run the businesses within this framework the authors provide a deep exploration of core concepts of new economy strategy and associated enablers enriched by a wide variety of examples case studies and explanations culled directly from practice

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