

## Digital Business E Commerce Management 6th Ed Strategy Implementation Practice 6th

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Digital business is distinct from e-business in that e-business typically leaves existing business models intact, merely using technology to gain efficiency or eliminate redundancies. Having customers fill out a credit card application form online reduces the inefficiencies of a paper application process, but it doesn ' t provide an experience that is new or different.

[What is Digital Business? | Liferay](#)

Description. 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 ...

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