

## Ebusiness And Ecommerce Management Dave Chaffey 6th Edition

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[Dave Chaffey \(www.davechaffey.com\)](#) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management. Synopsis This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management.

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[Dave Chaffey \(www.davechaffey.com\)](#) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management.

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Dave Chaffey ([www.davechaffey.com](http://www.davechaffey.com)) is an e-business consultant and visiting lecturer on e-business courses at the University of Warwick and Cranfield School of Management.

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What they do: Skubana is a back-end e-commerce solution that unifies operations, automates monotonous processes and even uses predictive analytics to reveal business trends. E-commerce companies are able to streamline processes ranging from inventory management to overhead cost reduction with Skubana's holistic platform. Founded: 2013

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