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Dr. Dave Chaffey lectures in E-business at the Universities of Birmingham, Leeds and Warwick and is the Managing Director of Marketing Insights Limited – an E-business Training and Consulting company. Financial Times Prentice Hall

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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 Warwick University and Cranfield School of Management.

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Dr Dave Chaffey is co-founder and Content Director of digital marketing advice site Smart Insights. We're a publisher and learning platform that helps our 150,000 active members in over 100 countries plan, manage and optimize their digital marketing activities by applying the actionable advice in our planning templates, guides and interactive e-learning tools.

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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.

Pearson - E-Business and E-Commerce Management, 5/E - Dave ...

Description 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.

Chaffey, Hemphill & Edmundson-Bird, Digital Business and E ...

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Hi! About Dave My passion is sharing and educating on the latest best practices to help businesses compete through digital marketing. I'm a specialist in using Digital Marketing to improve company performance. I'm fortunate to have been involved with the fantastic opportunities available for marketing since 1997 as a bestselling author, speaker and commentator. My latest book editions are in ...

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