



SIXTH EDITION

# DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

STRATEGY, IMPLEMENTATION  
AND PRACTICE

DAVE CHAFFEY

PEARSON

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## Lecturer Resources

For password-protected online resources tailored to support the use of this textbook in teaching, please visit

[www.pearsoned.co.uk/chaffey](http://www.pearsoned.co.uk/chaffey)

