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E-Business and E-Commerce Management Dave Chaffey, 2006-12-19 This volume covers business models theoretical tools and international aspects of e business and e commerce

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Forthcoming Books Rose Arny,2001 Digital Business and E-commerce Dave Chaffey,Tanya Arturi,Tanya Hemphill,David Edmundson-Bird,2024 This book is intended to equip current and future managers with some of the knowledge and practical skills to help them navigate their organisation towards digital business A key aim of this book is to identify and review the key management decisions required by organisations moving to digital business and to consider the process by which these decisions can be taken Key questions that established businesses need to ask include What approach to digital business strategy do we follow How do we reach our target audiences online using digital channels How should we integrate with supply chain partners How much do we need to invest in digital business Which processes should be our digital business priorities Should we adopt new business and revenue models What marketing technology should we use What are the main changes that need to be made to transform an organisation that uses technology to a true digital business Startup businesses and smaller businesses have many similar questions but usually have the additional challenge of a more limited budget although with a smaller team giving greater agility

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Information Technology for Management Efraim Turban,Dorothy Leidner,Ephraim McLean,James Wetherbe,2007-03-05 Thoroughly Updated Sixth Edition Social networks are transforming how people communicate work and play This comprehensive new edition highlights this new technology and scores of others that are changing how organizations operate and compete in the current global environment The cover depicts two examples of social network The larger image is a visualization of the trust relationships in a web based social network The smaller figures are default avatars

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