

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** E-Business And E-Commerce Manegement

**Autor:** Chaffey Dave

**Precio:** \$1697.00

**Editorial:**

**Año:** 2010

**Tema:**

**Edición:** 4ª

**Sinopsis**

**ISBN:** 9780273719601

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. E-Business and E-Commerce Management is the essential text to keep pace with technology, strategy and implementation.

Popular for its cutting edge and contemporary coverage, its international approach and its balance of the technical and managerial topics of central importance to developing an understanding of this subject, this book is ideal for students or practitioners of e-business or e-commerce at any level.

The following online resources support the text:

For Students: Self-assessment questions, additional case studies, an online study guide to further explore key concepts, weblinks and a glossary

For Instructors: Teaching manual with case notes, PowerPoint slides, a testbank