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Whether you're a student studying digital business and e-commerce, a marketer or a business manager, Digital Business and E-Commerce Management is the essential text to help you understand and apply the concepts of 'Digital', strategy and implementation. Dr Dave Chaffey. FCIM, FIDM is co-founder of the publisher Smart Insights.

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E-commerce comes in multiple forms. In business-to-consumer (B2C) e-commerce, a business sells goods and services to consumers through its website. Many brick-and-mortar retailers have adapted to the popularity of e-commerce, and they now conduct sales through their websites as well as in their stores.

Learn the Difference Between E-Business vs. E-Commerce

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