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Dave Chaffey (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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Dave Chaffey (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.

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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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- Integrate online and offline communications
- Implement customer-driven e-marketing
- Reduce costly trial and error
- Measure and enhance your e-marketing
- Drive your e-business forward

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