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Dave Chaffey ([www.davechaffey.com](http://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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Dave Chaffey ([www.davechaffey.com](http://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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