Extra resources on Dave Chaffey’s site

Dave Chaffey maintains a regularly updated microsite for Internet Marketing: Strategy, Implementation and practice 3e. This contains many resources which are structured by topic according to the chapters in the book including:

- The latest statistics about consumer and business adoption of the Internet which are useful for lecturer presentations and student assignments

- Articles about Internet marketing best practice

- Links to sites with further information about the topic

- Updated case studies about Internet marketing

View the Internet marketing book microsite
http://www.davechaffey.com/Internet-Marketing

You can also link straight to these resources:

- Internet marketing case studies
  http://www.davechaffey.com/E-commerce-Internet-marketing-case-studies/

- Internet marketing strategy articles
  http://www.davechaffey.com/portal_skins/custom/search?SearchableText=Internet+marketing+strategy&submit=Search

- Internet marketing statistics sources
  http://www.davechaffey.com/portal_skins/custom/search?SearchableText=Internet+marketing+statistics&submit=Search

- Internet marketing definitions from Chapter 1
  http://www.davechaffey.com/Internet-Marketing/C1-Introduction

- Online branding
  http://www.davechaffey.com/portal_skins/custom/search?SearchableText=Online+Internet+Branding&submit=Search

- Online Marketing Mix
  http://www.davechaffey.com/Internet-Marketing/C5-Marketing-Mix