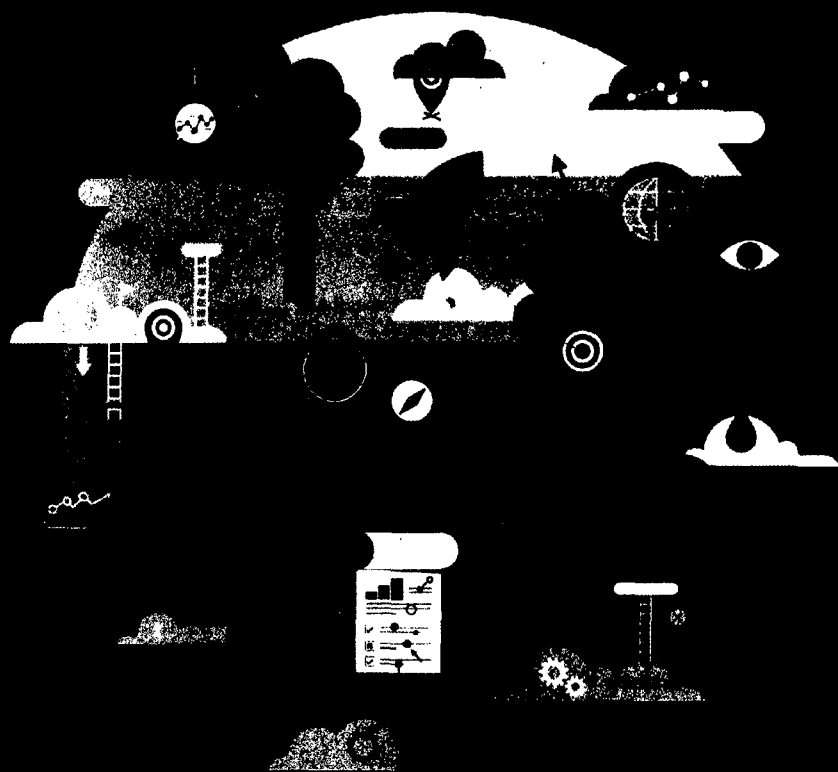


DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT



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Part 2

5 Digital business strategy

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