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Dave Chaffey (www.davechaffey.com) is an Internet marketing trainer and consultant for Marketing Insights Limited. He is a lecturer on e-marketing courses at Cranfield and Warwick Universities and the Institute of Direct Marketing.

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Dave Chaffey is a leading internet marketing consultant, trainer and author. Recognised by the CIM as one of 50 gurus who have shaped the future of marketing, Dave is an examiner on the CIM e-Marketing Award and course director for CIM e-marketing workshops since 1997.

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