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Dave Chaffey is a digital marketing consultant and publisher of marketing advice site SmartInsights.com. He is a visiting lecturer on marketing courses at Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing.

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

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